

AUG 13 1927

MOTOR AGE

A CHILTON CLASS JOURNAL PUBLICATION
PUBLISHED WEEKLY AUGUST 11, 1927

What We Have Proved of Stutz You Can Prove!

by

F. E. Moskovics, *President*

STUTZ MOTOR CAR CO. of AMERICA, Inc., Indianapolis

When a manufacturer makes claims for his car that arouse controversy he simply creates his own sales resistance.

Any good salesman with a little capital can build a lasting business for himself with the Safety Stutz because he has a non-competitive sales-field.

This is why—Because he has:

1st—The safest car in existence.

2nd—The best-performing car in the world.

3rd—The easiest-handling—easiest-riding car ever built.

4th—A roadability not even approached.

5th—A style and appearance that has caused the industry to follow.

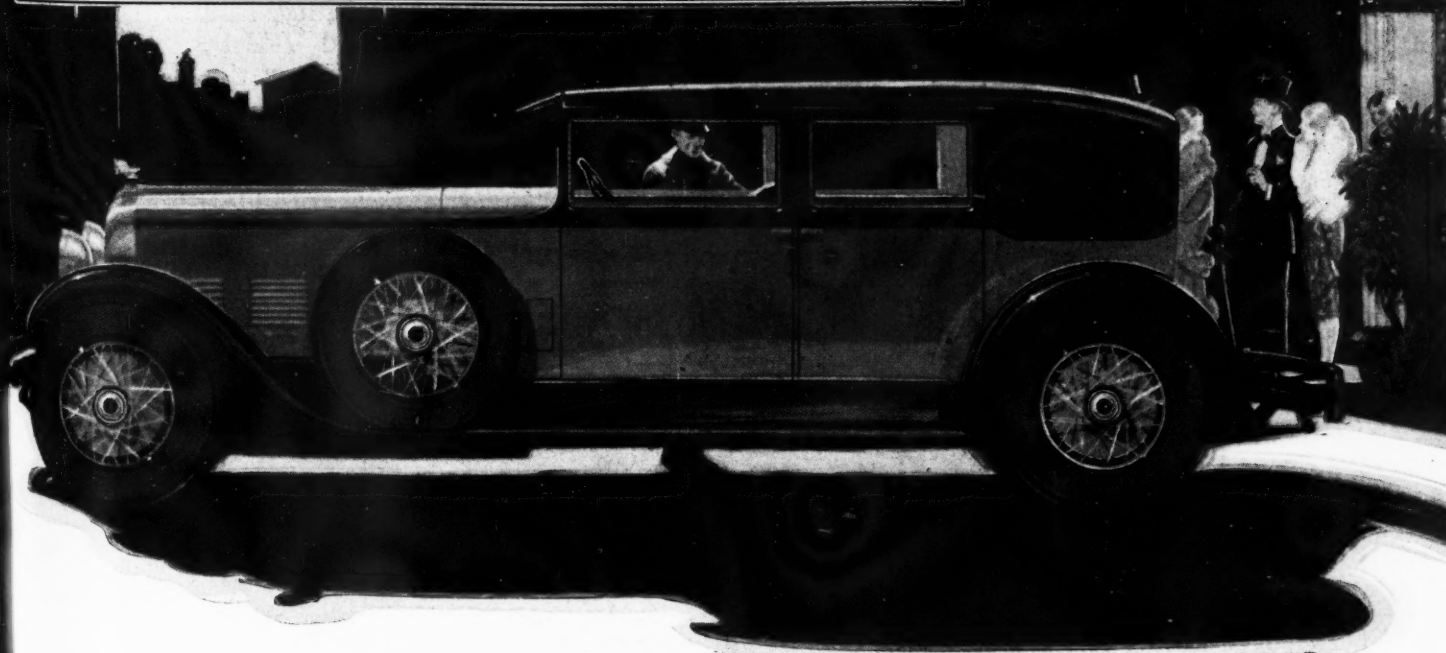
All of the above are easily provable, not merely by pen and ink, but by actual, observed performance.

If we can prove them to you, and to your satisfaction, cannot you in turn prove them to others? If you can, a true profit is assured you.

We will go to any length to prove every claim we make for the Safety Stutz. Will you give us an opportunity? Write me at once and I'll tell you the Stutz story.

(Signed)

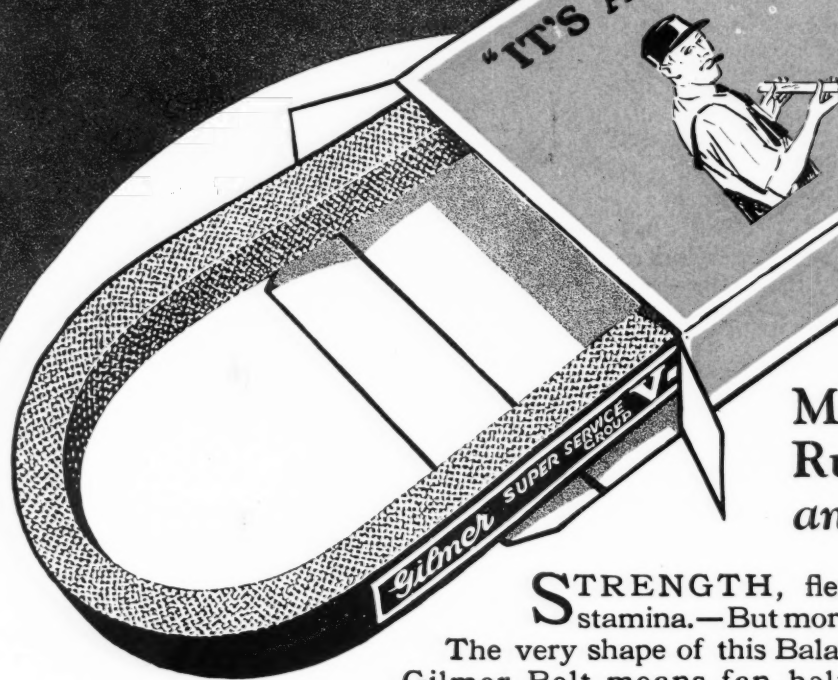
F. E. Moskovics
#



EDMUND
DAVENPORT

SAFETY STUTZ

The BALANCED FAN BELT



It's
Moulded
Rubber
and Cord

STRENGTH, flexibility, and
stamina.—But more than these!

The very shape of this Balanced V-type
Gilmer Belt means fan belt **SUPER-
SERVICE**. No slipping, no wobbling from
side to side—more miles, more satisfied customers.

Add to this the Gilmer reputation for dependability, and
you can't help but see the profits in this Balanced V-Belt.
It is part of the stock of that sure-fire money maker, the
Gilmer Cabinet. Ask your jobber.

L. H. GILMER CO., Tacony, Phila., Pa.

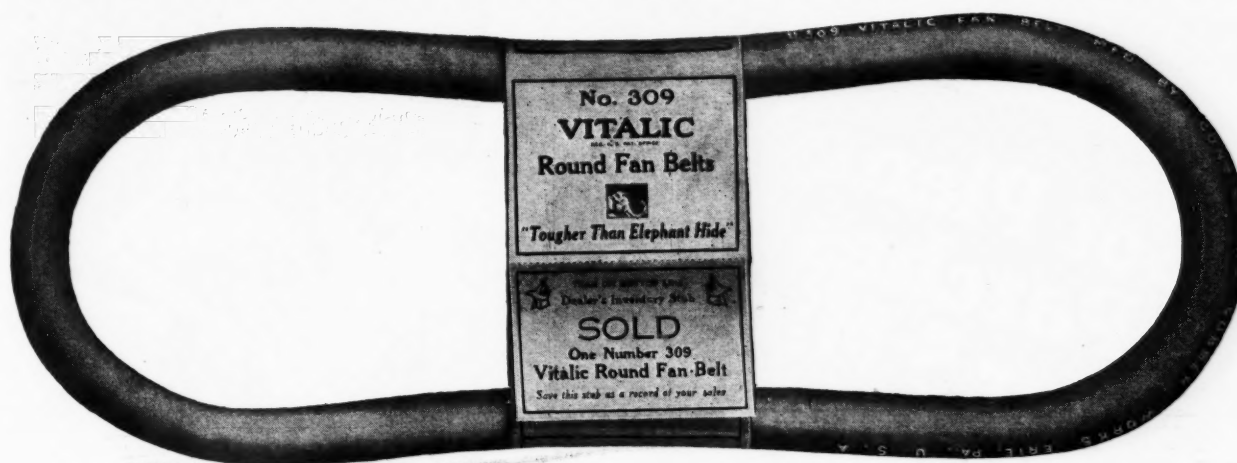
Gilmer

Makers of the World's
Best Known Fan Belts

VITALIC

REG. U. S. PAT. OFFICE

FLAT and ROUND FAN BELTS



Now that the dog days are over, many a fan belt is on its last legs, slipping on the pulleys and making things hot for the motor and the driver.

With winter just around the corner, something ought to be done about it. And its up to you—for the fan belt is about the last thing the car owner ever thinks of. He'll keep the old one 'till it drops off unless you put on a new one for him. So why not do that.

If it's a Vitalic, he'll be mighty grateful and you will have a worthwhile sale. No doubt about it—Vitalic is the right belt for both of you.



For 24 years the Continental Rubber Works has been serenely busy and prosperous in making and selling Vitalic products, while the rubber industry at large has been rocked with fiscal convulsions. This, we think, speaks volumes for both Vitalic products and Vitalic selling methods.

VITALIC Products are Sold EXCLUSIVELY Through the JOBBER

Continental Rubber Works, Erie, Pa.

CHAS. C. KERNER, 152 Chambers St., New York, Exclusive Foreign Representative

Now is the time to ask every motorist—

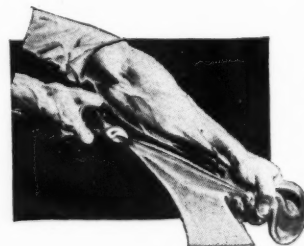
"Got Plenty of Patches for Your 5-Minute Vulcanizer?"



IT worked like a charm last year! Those of you who asked this easy question—at the gas pump or in the store—know how it boosted your sales and profits on Shaler 5-Minute Vulcanizers, as well as Shaler Patches. Do it again—now's the time! Ask every motorist, particularly the tourist: "Got plenty of patches for your 5-Minute Vulcanizer?" That's the way to get your share of the enormous repeat business on Shaler patches—which ran up to 65,000,000 last year alone!

Putting Across A Big Story!

Our national advertising—bigger than ever before—is convincing motorists of the necessity of carrying the Shaler Vulcanizer in their cars. Double spreads in color, full pages and quarter pages in magazines like *The Saturday Evening Post*, *Liberty*, *Country Gentleman*, etc., dramatically tell the story of Shaler improved patches—welded, heat-vulcanized tube repairs that stand the gaff in flexible balloon tires. They can't come off! Order an additional supply of Shaler Vulcanizers and patches now. You'll sell them. Any jobber can supply you.



The SHALER Company

809 Fourth Street • Waupun, Wis.

World's Headquarters for Tire Repair Equipment

SHALER

REG. U.S. PAT. OFF.

5 MINUTE VULCANIZER

MOTOR AGE

Reg. U. S. Pat. Off.
Established 1899

Vol. LII

No. 6

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C. A. MUSSELMAN, President and General Manager
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W. I. RALPH, Vice-Pres. DAVID BEECROFT, Vice-Pres.
A. H. VAUX H. J. REDFIELD
Secretary and Assistant Treas. Treasurer
Cable Address Autoland, Philadelphia
Telephone Sherwood 1424

OFFICES

New York—U. P. C. Bldg., 239 W. 39th St., Phone Pennsylvania 0080
Chicago—5 South Wabash Ave., Phone Central 7045
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*A Sales Point
of
Real Merit!*

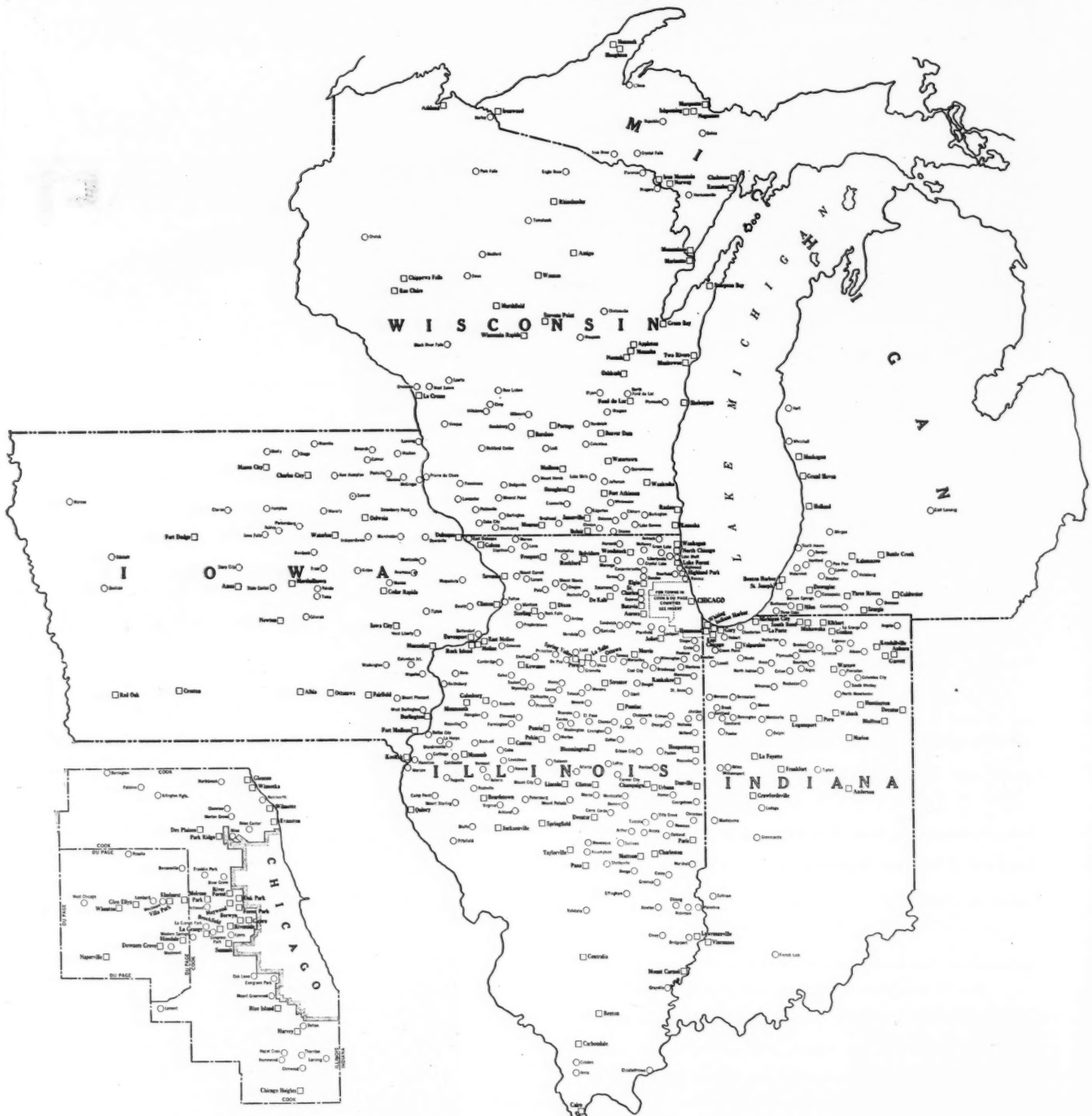
CRANKSHAFT

by

WYMAN-GORDON
The Crankshaft Makers
Worcester, Mass.
Harvey, Ill.



The Chicago Sunday Tribune has from 20% to 90% Circulation in 547 Towns of 1000 Population or More in Zone 7



NOT only in Illinois, but also in Indiana and Iowa, and in Michigan and Wisconsin, is The Chicago Tribune an institution of commanding importance. For 80 years, The Chicago Tribune has been a leavening influence over a wide area, keeping even the smallest communities in close touch with world events.

There are 547 towns of more than 1000 population, in every one of which the number of Chicago Tribunes sold each Sunday numbers more than one-fifth of the total number of families, and in some of which it reaches four-fifths of the families.

The towns and cities outside Cook County in which The Sunday Tribune is such a powerful influence are spotted on the large map. The towns in Cook County, of which there are 46 over 1000 population are shown on the smaller map in the lower left corner.

There are also 765 towns of less than 1000 population in which The Tribune reaches one-fifth or more of the families—or a total of 1312 communities in which Tribune advertising is a powerful sales force.

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Circulation 769,645 daily; 1,090,215 Sunday.



Steinheimer Brothers sales and service building in 1927

19 Years of "*Pay Dirt*" from Their "*Gold Mine*"

ARENO, Nevada, paper says: "In 1908 Otto and Frank Steinheimer discovered a real 'gold mine' in the Studebaker line. So they threw a diamond hitch on their possessions, moved to Reno, set up corner stakes, patented their claim, and have been operating in 'pay dirt' ever since.

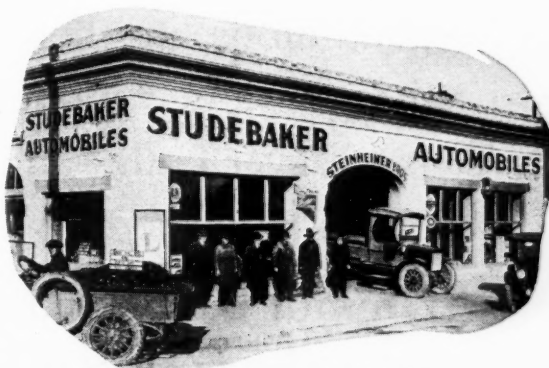
"Nineteen years ago Steinheimer Brothers ordered their first Studebaker. They have been selling Studebakers steadily since then—are now the oldest automobile concern in Nevada.

"From the profits of their growing business the Steinheimers bought their present building, with 13,600 feet of floor space, in downtown Reno."

"In all these years," say the Steinheimer Brothers, "we could have had any automobile franchise. We consider Studebaker the best—and with today's

new Studebaker and Erskine models we feel doubly sure our judgment was right."

This valuable Studebaker franchise may be available in your territory! Write or wire for complete and confidential information *today* to Department 51, The Studebaker Corporation of America, South Bend, Indiana.



Steinheimer Brothers store in 1908

STUDEBAKER

ERSKINE SIX

Two franchises in one—offering cars from \$895 to \$2250





Nash Demand Greatest in History

The new Nash models at new lower prices are sweeping the country like wildfire.

Their introduction scarcely thirty days ago started the greatest boom in Nash business ever known.

Already factory output is higher than at any time in Nash history.

And the nation-wide—*world-wide*—demand is racing higher and higher.

Distributors, dealers, and buyers, are unanimous in their emphatic declaration that these new models are the greatest cars Nash ever built—and that they are without equals anywhere in their price-field.

Go with Nash—and you'll grow with Nash—for *the country Has Gone Nash*.

NASH

Leads the World in Motor Car Value

QUALITY

a quarter century in the making

FEW realize what a marvel of accuracy and endurance is the New Departure Ball Bearing—or what a world of study and painstaking and persistent effort—a wealth of resources and the amount of research which are back of the finished New Departure.

Surely the will to excel and the ability to accomplish are fused in this truly fine quality bearing.

THE NEW DEPARTURE MANUFACTURING CO.

Chicago

BRISTOL, CONNECTICUT

Detroit



New Departure
Quality
Ball Bearings

VESTA 30th ANNIVERSARY

Thousands More Dealers Have Changed To Vesta During the Past Year—



The Vesta ISOLATOR—a patented—exclusive feature—locks the plates apart—minimizing plate buckling and short circuiting.

ALSO—a Complete Line of Quality Radio Power Units and Radio Tubes.

"A" Socket Power Unit—in clear glass—with Dry Trickle Charger and HIGH and LOW charging rate. Type A-10.

"A" Socket Power Unit—in clear glass—with electrolytic Trickle Charger and HIGH and LOW charging rate. Type A—

"A" Socket Power Unit—in clear glass—similar to above with the addition of a RE-LAY. Type A—

Dry Trickle Charger. Type C-300.

Electrolytic Trickle Charger. Type C-301.

A-B Complete Socket Power Unit. Type—

"B" Socket Power Unit automatically controlled by radio set switch. Type B-200.

Vesta Non-microphonic radio Tubes. Complete line for every radio purpose.

There are 65 Vesta Central Distributors who can supply you promptly. Send the coupon for complete details of the products in which you are interested.

VESTA

VESTA BATTERY CORPORATION

2100 Indiana Avenue, Chicago, U. S. A.

Vesta—in its 30th year—is one of the conspicuous successes in the automotive industry.

Going along conservatively building quality batteries—for 30 years—never falling to the temptation to cheapen the product for quantity, rather than quality.

Our reward has been the establishment of one of the finest distributor organizations—the highest type of firms in the leading centers—loyal—substantial. Like does attract like.

It is a notable fact that this distributor organization has more than doubled during the past year without any unusual effort on our part to "sell" distributors on the Vesta Line.

They have been attracted to the Vesta Line because of its merit.

This has resulted in thousands of battery dealers changing to Vesta.

Our national advertising and Vesta saleability make this a valuable line for the dealer.

The Vesta ISOLATOR Battery leads a complete price range of batteries for every automotive and radio purpose.

M.A.-8-11-27

VESTA BATTERY CORPORATION
2100 Indiana Ave., Chicago, Ill.

We are interested in your line of

- ☐ Auto Batteries
☐ Radio Batteries
☐ Radio Power Units

Name

Address

City State

MAKERS OF VESTA QUALITY BATTERIES — AUTO AND RADIO — FOR 30 YEARS

MOTOR AGE

VOLUME LII

Philadelphia, Pa., Aug. 11, 1927

NUMBER 6

Sales Seasonal for Higher Priced Cars

Market for Cheaper Models is Halted by Imminence of New Ford

PRODUCTION GOOD

NEW YORK, Aug. 10—Sales of medium and high priced cars are on a good seasonal level, but in the lower price brackets buying sentiment is affected by the imminence of the new Ford model. Although the date of this debut is still unknown, most men in the industry expect that when it arrives and the prevailing uncertainty is cleared up the basis for excellent business for all lines will be present.

Reports of high production marks last month and of production further expanded in recent days mostly concern cars above the \$1,000 class. Although a part of this output is for the purpose of stocking dealers with new models, the actual sales to the public have been up to expectations and in some lines deliveries are behind orders.

The export market, which has been taking a consistently larger part of the output of American factories, continues good. Figures for the first six months' shipments from the United States overseas, now available, show the gain this year over last to be 26 per cent in passenger cars and 57 per cent in trucks.

More price reductions have been announced, and the prevalence of a downward trend has been definitely established. But as nearly all the leading factors of the industry have announced their new schedules, the unsettling attending falling prices has been largely eliminated. The reductions in part were made possible by lower prices of equipment and materials, but high production is nevertheless needed to maintain adequate profits and more aggressiveness, if possible, is being put into sales policies.

Fined for Substitution

BOSTON, Aug. 9—Benjamin Gilman, proprietor of a filling-station in this city, was fined \$50 in the Dorchester Court yesterday under the law against larceny and dishonest advertising. He was charged with deceiving a customer by delivering a substitute or spurious oil in place of a well-known brand that the customer ordered and paid for.

Sweden Has Car Testing Institute

WASHINGTON, Aug. 11—The establishment of an Automobile Testing Institute in Stockholm, Sweden, is reported to the automotive division of the U. S. Department of Commerce. The institute will be under the charge of Prof. E. Hubendick of the Stockholm College of Technology, said to be Sweden's foremost expert on internal combustion engines.

The purpose of the institute will be to make adjustments on automobiles with a view to lowering consumption of gasoline and oil.

Nash July Record Best, Predict Biggest August

KENOSHA, WIS., Aug. 10—Official records of the Nash Motors Co. show that last month's sales and production were 71 per cent greater than any July in the history of the company. The production for the month was 14,956 cars.

"August sales and production will surpass July by a wide margin," said E. H. McCarty, general sales manager of the company. "Based on orders now in hand, August not only will be the biggest August we have ever had but it will eclipse all previous sales and production records."

Spicer Nets \$713,631

NEW YORK, Aug. 10—Spicer Mfg. Co. for the six months ended June 30, 1927, reports profit of \$713,631 after depreciation, etc., but before Federal taxes, compared with \$1,041,550 before Federal taxes in the first half of 1926.

Did You Vote Last Week?

IN each issue of MOTOR AGE, since June 30, you will find a voting coupon for your favorite jobber salesman. Did you use all of them? If not why don't you clip them all, fill in the name of your favorite salesman and send them promptly to the contest editor of MOTOR WORLD WHOLESALE.

Used Car Plans of Interest in Europe

Reeves Finds Active Measures Under Way to Broaden Distribution

"STOP LIST" DRASTIC

NEW YORK, Aug. 10—Active interest in various used car plans abroad was reported by Alfred Reeves, general manager of the National Automobile Chamber of Commerce, on his return this week from a survey of European conditions.

Mr. Reeves also found active measures under way to broaden the European market for motor cars and a disposition to reduce the heavy luxury taxes on cars, together with a general appreciation that more highways are needed and that funds collected from motorists should be spent on roads.

With regard to used car plans, Mr. Reeves said:

"Many plans have been tried abroad but they generally failed because they attempted to run the dealers' business.

"The Windsor plan now in operation in some American cities is being tried by some of the dealer associations but most drastic measures have been taken in England by the Motor Agents Association, working in cooperation with the Motor Trade Association, which is an organization of manufacturers formed for the express purpose of maintaining prices in the motor trade.

"Although perfectly legal in England, in this country it would be considered a violation of the Sherman law, or a subject for investigation by the Federal Trade Commission. Membership in the Motor Agents Association is a badge by which the manufacturer knows to whom dealer discounts should be given.

"Cars taken in trade cannot be sold within three months at less than the allowed price under penalty of the dealer being placed on the 'stop list.' This list is issued monthly and gives the names of dealers to whom manufacturers are not to sell their products."

Durant in Picture Deal

LOS ANGELES, Aug. 10—George J. Whelan, tobacco magnate, and William C. Durant, head of Durant Motors, Inc., are reported here to be negotiating for the purchase outright of Universal Pictures Corp. The approximate purchase price is reported about \$10,000,000.

Charlotte Dealers Purchase Speedway

Coddington, Folger and Heath
to Reopen Popular N. C.
Track Sept. 19.

CHARLOTTE, N. C., Aug. 10—The grounds and improvements of the Charlotte Speedway were recently purchased by C. C. Coddington, Lee Folger and B. D. Heath, all of Charlotte, and will reopen September 19. These men were previously interested as bondholders of the old corporation and made the purchase partly to protect their interests in that respect but largely to insure the continuance of a major sporting event at least annually in North Carolina.

Mr. Coddington has had the Buick distributorship for both of the Carolinas since 1907 and is regarded as one of the most able and substantial business men of the South. Mr. Folger has been associated with him since the beginning as his vice-president and general manager. B. H. Heath has the Hudson and Essex franchise in Charlotte.

C. W. Roberts, vice-president of the Carolina Motor Club, Greensboro, N. C., and secretary of the South Carolina Motor Club, Columbia, S. C., has been engaged to undertake the detail management. The exact nature of the program has not as yet been decided upon but a further announcement in that respect will be made later.

Bearing Company Moves

SAN FRANCISCO, Aug. 9—Executive offices and factory of the National Motor Bearing Co., manufacturer of national shims, have been moved from 1609 Pine street to a new and larger building at 460-470 Natoma St., according to an announcement made by L. A. Johnson, vice-president and general manager of the company, and inventor of the national shim.

Since its inception in 1920, this organization has been particularly active, due to the aggressiveness of its executives and the merit of its product. In fact, the National Motor Bearing Company is said now to be the world's largest exclusive manufacturer of motor shims, with National Shims used by many of the outstanding motor manufacturers both in this country and abroad, including GMC Trucks, Caterpillar Tractors, Twin City, Oldsmobile, Chevrolet, Dodge and others.

Eldridge-Buick Adds Four

SPOKANE, WASH., Aug. 10—Eldridge-Buick Co. has strengthened its wholesale department by the appointment of four new dealerships in the Inland Empire region, P. O. Solberg, wholesale manager, announces. The new dealers are: Lake City Motor Co. of Coeur d'Alene, Ida., which is equipping

Salesology

Jakie Brett a couple met
Who for a car felt due.
And as they argued now and then
Just who would drive the car and when,
Salesman Jake the cue did take
And stead of one sold two.



a building for its use; Olso-Polworth Motor Co., Davenport, Wash.; C. E. Feltis, Mead, Wash., and R. S. Stenson, Fairfield, Wash.

Reo Motor Car Co. Plant Employs 6364 Workmen

LANSING, Aug. 11—Latest figures compiled by the Lansing Credit Exchange show that 6364 men are now employed in the plant of the Reo Motor Car Co. Production for the seven months past has exceeded production of any calendar year since 1917, 20,559 Flying Clouds and Wolverines having been shipped, in addition to 7600 speed wagons.

July production was 3713 pleasure cars and speed wagons as compared with 2779 last year. Comparison of the first seven months' production with last year's figures shows an increase of 134 per cent.

Production of the new speed wagon line is now under way and it is expected that between 2500 and 3000 units will be shipped during August, as well as 2500 pleasure cars.

Timken Axles on Cars

DETROIT, Aug. 9—The first of a new lot of street railway cars ordered by the Detroit Street Railways will be equipped with the new Timken street car axles, at an added cost of \$1,500. The car will be shipped to Cleveland for the annual exposition of the American Electric Railway Association beginning October 7th.

Buy Pence Co. Branch

MINNEAPOLIS, Aug. 8—M. D. Clement, assistant sales manager for the Pence Automobile Co., Minneapolis, Minn., and Floyd Whittaker, manager of the used car department, have bought the company's branch at Watertown, S. D., and will sell Buick cars to 28 associated dealers in 12 counties of the State and Minnesota.

F. E. Moskovics on Demonstration Run

Visits Various Cities With
Factory Executives In
Novel Road Test

INDIANAPOLIS, Aug. 9—F. E. Moskovics, president of the Stutz Motor Car Co. of America, is setting a standard for all company executives in these "dog days" of selling activities.

He with Bert Dingley and Harold E. Fisher, Safety Stutz factory service manager and final inspection head respectively, are on a trip that started from Indianapolis July 26 and continues through to Pittsburgh, Philadelphia, Newark, New York, Albany, Rome, Utica, Rochester, Buffalo and Cleveland.

A Black Hawk four-passenger speedster and a Weymann sedan are being driven over the roads and President Moskovics and his companions are demonstrating to distributors and dealers what they claim to be "the out performing cars of America." These safety Stutz cars are being put through the most difficult tests for speed, ease of handling, roadability, safety and general performance the ingenuity of distributors and owners in the several cities can devise.

Olds Gains In West

SEATTLE, WASH., July 31—The sale of Oldsmobiles in the Northwestern territory will surpass all previous records is the opinion of Charles Tyson, president and general manager of the Oldsmobile Motor Company here. He has recently completed a tour of eastern Washington and northern Idaho, covering some 2000 miles and visiting all the main dealers and distribution points in Spokane. He reports fine crops in the Big Bend and Palouse country, and predicts that past records will be broken in this territory.

Has \$300,000 Building

DURHAM, N. C., Aug. 10—The Johnson Motor Co. is now occupying its new \$300,000 building on the principal business street of this city. J. E. Johnson is president of the new company, which handles Buick automobiles and GMC motor trucks, having succeeded the Five Points Motor Co.

Enters Wholesale Business

PADUCAH, KY., Aug. 8—After years in the business of manufacturing harness, the Ferguson Harness Co. will enter the field of automotive transportation service, according to the announcement of E. S. Ferguson, president of the company, who states that a large department for distribution of nationally advertised automotive parts and accessories will be opened next week.

Los Angeles Stages Automobile Parade

Nearly 20 Cars, Including
Two Tallyhos, in Line for
Good Roads Fete

LOS ANGELES, Aug. 11—This city is having another real estate boom, this time with a healthy growth like that of Minneapolis a few years back, and real estate men hit a new plan to boom the villa tract in the Cahunga Valley some 10 miles west of Los Angeles.

Automobile owners were persuaded to turn out for a good road celebration in honor of the new boulevards in Cahunga Valley. This was the first country run for automobiles ever undertaken in southern California, except when several Locomobiles went out together over a year ago to Ontario and when two Wintons made a record run a year ago.

There was a parade around Los Angeles streets and then a race over the foothills to Hollywood and the new boulevards. About a score of automobiles turned out. Of these two were tallyhos, one a three-seat gasoline made in Chicago, and the Waverly tallyho. A number of steam and electric surreys and several brakes with Oldsmobile dos-a-dos made up the double rigs.

Among the singles were a number of Waverly runabouts, Oldsmobiles, Mobiles and Locomobiles, a White and some electric stanhops. Harry Turner and Willie Hook had out their Locomobile touring cars, and Marcher, of the Broadway stable, came out with his Columbia phaeton.

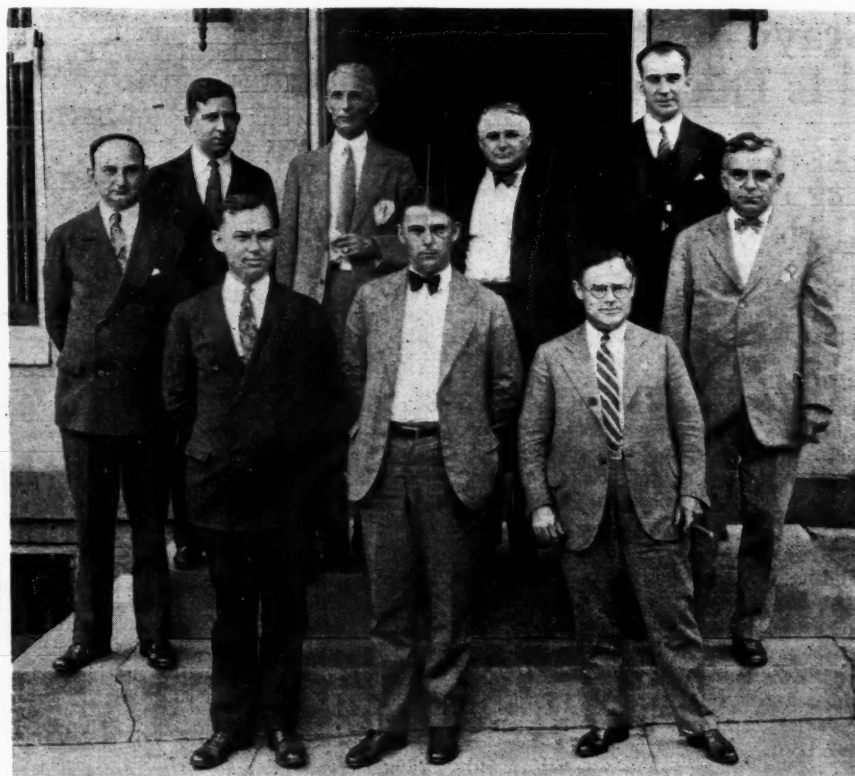
Louisville Association Moves

LOUISVILLE, Aug. 11—Headquarters of the Louisville Automobile Dealers' Association have been moved from 610 South Third St. to 419-429 Finzer St., into the eight-story building recently purchased by the organization at a cost of \$150,000. The building has been extensively remodeled and is now being used to warehouse new cars belonging to the members. A large elevator has been installed to serve the eight floors. Each floor has a capacity of 65 cars.

The next activity of the association will be the junking of obsolete cars taken in trade by the members. Data is now being gathered by the secretary and will be outlined to members in the near future, officials say.

Tire Groups at San Antonio

SAN ANTONIO, TEX., Aug. 10—State headquarters of the Texas State Tire Dealers' Association are to be established in this city, according to C. A. Meyer, managing director of the National Tire Dealers' Association. He said that the district headquarters of the National Tire Dealers' Association will also be located here. This dis-



Protex Has Sales Conference

This photograph shows the Protex Chain Company's organization at the recent sales conference held in Waynesboro. Reading from left to right, back row: H. Firestone, New York district representative; W. Valentine, office manager; O. M. Peters, general manager; John B. Eader, president; Byron E. Blaisdell, special representative, and Mark H. Landis, treasurer and designer and manufacturer of the Landis shock diffuser. Front row, left to right: H. Stewart, New England representative; L. L. Schnetzler, Middle Atlantic states representative; and W. E. Eckhouse, Middle West representative. Last year and the year before, the demand for the company's non-skid chain was so great that it could not be cared for, but production has since been tripled.

trict is composed of dealers' associations of Texas, New Mexico, Arizona and Oklahoma.

Louis M. Dreves Joins Oakland Organization

PONTIAC, MICH., Aug. 10—Louis M. Dreves, one of the most widely known men in the Pacific Coast motor trade, is now associated with Oakland and Pontiac as special sales representative in the Pacific Coast and Rocky Mountain territories, according to an announcement made by W. R. Tracy, vice-president of the Oakland Motor Car Co.

Mr. Dreves joins the Oakland organization after eight years of service with the Chevrolet Motor Co., which included a branch managership in Chicago, a year in San Francisco as special representative, and five as zone manager.

Last January, Dreves was appointed zone manager in the large St. Louis sales district for Chevrolet.

Haines Sells to Eib

SEATTLE, WASH., Aug. 11—Fred Haines, well known in Pacific coast automotive circles, has disposed of his interests in the Washburn-Haines, Inc. to Calvin C. Eib.

Average Wage for Industry Increases

WASHINGTON, Aug. 10—The average wage paid in the automobile industry throughout the United States during 1925 was \$36.37 per week, an increase of \$3.42 over the weekly wage in 1922. These figures are shown in a survey covering 144,362 wage earners engaged in the passenger car, truck, bus, body, and parts manufacturers.

Finish Ford-Stout Airplane

DETROIT, Aug. 10—The first of the new Ford-Stout five-passenger single motored all-metal planes has been completed. These planes have been designed for use on commercial air lines both for passenger and freight carrying.

Road Signs for Maryland

BALTIMORE, MD., Aug. 10—The Maryland State Roads Commission has announced that 4000 road signs of the type designated by the Department of Agriculture and the American Association of State Highways officials are to be erected on all the highways.

Gray Ghost Sport Is Falcon's Latest

Four-Passenger Speedster Listing at \$1,250 Has Detachable Top for Rear Seat

DETROIT, Aug. 11—Falcon Motors, Inc., is introducing this week a new sport four-passenger speedster known as the "Gray Ghost" and listing at \$1,250. Mounted on the regular Falcon-Knight chassis the speedster is said to be the most completely equipped sport car in the \$1,000 price range.

A new innovation in cars of this type is a quick detachable and folding top to protect the occupants of the rumble seat from rain and sun. By means of a sliding catch which secures the bows of the rear top to the lid of the rumble seat and quick release fasteners, the rear top can be attached or removed in a few moments. The top of the front compartment is of the usual folding variety and provided with a water-proof boot.

Sweeping lines are imparted to this model by the adoption of a folding windshield which can be lowered so that it sets horizontal with the hood. Windshield wings, automatic windshield cleaner and mirror are attached to the windshield assembly which has all metal trimmings finished in nickel.

An unusually attractive color combination comprising a silver gray body relieved by the fenders and splashers of a darker gray is effected.

National Air Races to be Held at Spokane

SPOKANE, WASH., Aug. 10—The National Air Races for 1927, held under the auspices of the U. S. Navy, will be held here Sept. 23 and 24. One of the features of the occasion will be the presence of Col. Charles A. Lindbergh.

Kentucky Fees Gain

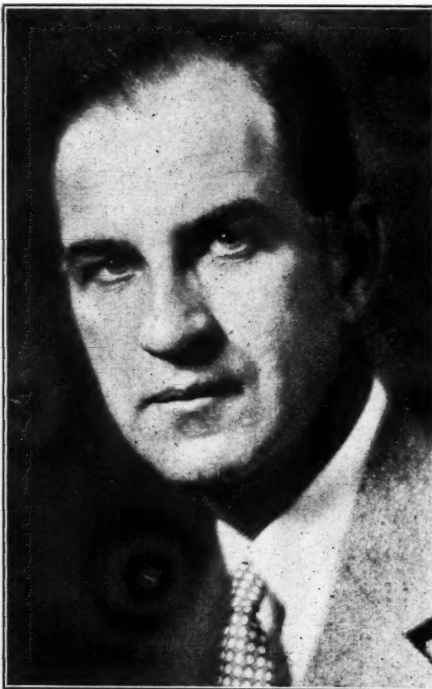
LOUISVILLE, KY., Aug. 9—Revenues from automobile license tags this year have already exceeded last year's figure by \$32,000, N. O. Gray, assistant state tax commissioner and head of the automobile department, said today. Collections for the calendar year 1927 to July 25 have totaled \$4,086,394.43, compared with \$4,056,495.36 for 1926, he said.

Has New Service Department

LOUISVILLE, KY., Aug. 11—Reo-Spalding Co., Reo distributor, 206 East Broadway, has established a separate service department located at 650 South First St.

Three Firms Amalgamate

SEATTLE, Aug. 10—Final steps have just been taken for the amalgamation

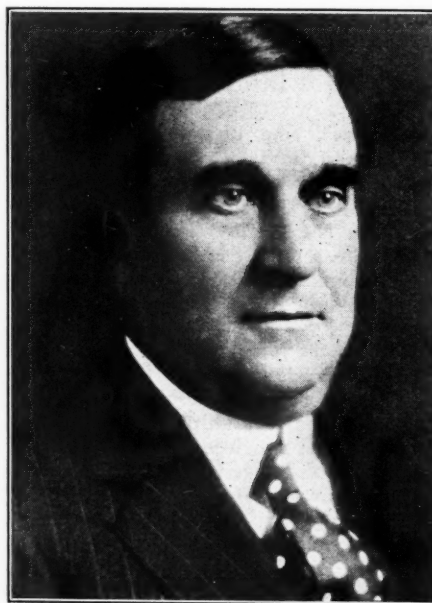


J. M. Crawford

J. M. Crawford, who has recently become assistant chief engineer of the Chevrolet Motor Co. He assists O. E. Hunt

of the Automotive Maintenance Association, the Seattle Auto Storage Garage Club and the Gas Division of the A.M.A., all of Seattle, under the name of the Automotive Maintenance Association, Inc. John Markley, prominent in local automotive circles, has been made president.

Two secretaries have been engaged to look after the association work and headquarters have been fitted up at 2125 Fifth Ave.



James T. Kennedy

J. T. Kennedy, formerly with Goodyear, now vice-president in charge of manufacturers' sales for Mason Tire & Rubber Co.

Uppercu Starts on \$2,500,000 Plant

Thirteen-Story Building of New York Cadillac Distributor Ready Next Year

NEW YORK, Aug. 10—Ground has been broken for the new Uppercu Building which next year will house the activities of the Uppercu-Cadillac Corp., Cadillac distributor in New York, which now is operating in five different locations.

The building will occupy the entire block frontage on Columbus Ave., from Sixty-second to Sixty-third Sts., with a depth of 125 ft. It will be 13 stories and basement, more than 350,000 sq. ft., and will be a monument to the vision and business acumen of Inglis M. Uppercu, president of the Uppercu-Cadillac Corp., who began 15 years ago in a small five-story building on a side street off Broadway. Even at that distant date, when horse cars had not yet been banished from New York, Mr. Uppercu began planning the building which he is now beginning. He bought the first plot on the Columbus Ave. block front, and since then lot by lot was procured to accumulate the site.

The building will concentrate under one roof, the mechanical departments, sales department, coach department and the parts and accessory sales of the company. There will be four passenger and four automobile elevators, and a battery of electric dumbwaiters connecting all floors above the administrative floor with the parts and accessory department.

The estimated cost of the building, including the land, will be approximately \$2,500,000.

All Air Mail Routes to be Privately Operated Sept. 1

WASHINGTON, Aug. 10—All but one of the air mail routes, operated by the Post Office Department, have been disposed of and that will be discontinued on Sept. 1, the department announces. The National Air Transport Co. will take over the New York to Chicago route, operating two planes daily each way on that date.

Rubber Imports Drop

NEW YORK, Aug. 10—Imports of crude rubber into the United States during the week ending July 30 totaled 6529 tons. This represents a large decline in shipments through London and Liverpool during the week.

Conley Managing Joines

FRANKLIN, N. C., Aug. 6—J. S. Conley, head of the Conley Motor Co., local Dodge distributor, has given up the franchise to take over the management of the Joines Motor & Tractor Company, Ford dealer here.

Florida Undertaker Rides in Automobile

Uses Vehicle for Driving to His Office and Plans to Add Motor Hearse

JACKSONVILLE, FLA., Aug. 9—Although it may be doubted, it is nevertheless a fact that the head of one of the principal undertaking establishments in this city rides to and from his office each day in an automobile, besides being the owner of an elegant naphtha launch in which he "sports" on the silvery waters of the St. John River for his own pleasure and those who have the honor of his acquaintance.

He has informed the writer that he intends adding a motor hearse and carriages to his business next year. Good! Everybody will then want to die in order to try it. (Ed. note.—Now we know when and where that one originated).

In connection with the introduction of the motor hearse, many people have the impression that in taking a body to its last resting place in such a conveyance all respect for the dead would be lost. Such "talko-talk," of course, is absurd and emanates only from those provided with a superabundance of sentiment and conservative ideas.

To see a horseless funeral winding its noiseless way along the dusty highways would be a decided change from the weird and melancholy appearance which the present black-plumed hearse, horses and lumbering coaches carry with them in their procession to the grave.—From MOTOR AGE, Aug. 9, 1900, twenty-seven years ago.

Nationalist China Taxes Car Imports

WASHINGTON, Aug. 10—Effective Sept. 1, an import tariff duty of 30 per cent will be levied on all motor vehicles and accessories, excepting motor trucks over one ton carrying capacity and motor buses equipped to carry more than eight passengers, imported into the Nationalist territory of China. Word to the effect has been sent to the Department of Commerce by the commercial attache at Shanghai.

Under the new edict of the Nationalist government at Nanking, automobiles are classified in Class B as luxuries.

Erects Memorial Crosses

BOSTON, Aug. 8—The Boston Automobile Club Safety Committee is placing memorial crosses at different points where accidents have occurred, in an effort to call attention to the need for more careful driving. The crosses are five feet tall and two feet wide. Officials state that they have caused much comment, both favorable and unfavorable, from motorists.

Figure Your Average On These Soft Ones

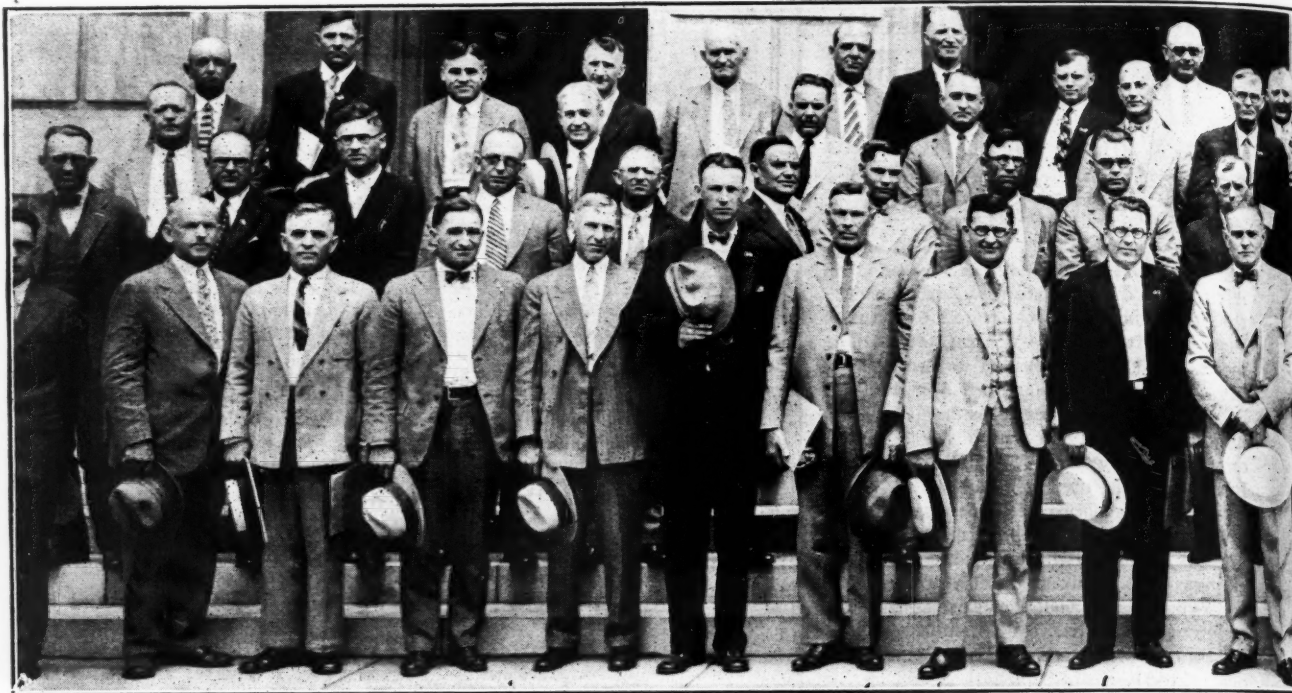
*ASK me no questions, and I'll tell you no lies." If we don't learn anything else from this week's quiz, let us at least run down that quotation to its source. We are likely to find that, like many of the other sentences and phrases we have been glibly parroting since childhood, it is a misquotation. * * * * True enough, it is. When Oliver Goldsmith put it in the First Act of "She Stoops to Conquer," he wrote it, "Ask me no questions, and I'll tell you no fibs." Now that that momentous question is settled, turn we to the serious task of ferreting out the answers to the following questions.*

1. Complete the sentence, "Let Your Next Car Be——."
2. What do the initials, "C.C.J.Co." mean?
3. What is electrolyte as used in storage batteries?
4. What care must be used in preparing electrolyte?
5. When should a battery be removed from a car and recharged?
6. Why is it that, when the battery is low and the starter will barely turn the engine over, a quarter turn with the hand crank will frequently start the engine?
7. How many National Automobile Shows have been held in Chicago?
8. Approximately how many automobile repair shops are there in the United States?
9. Name within \$100,000,000 the total amount of wages paid by motor car and truck factories during 1926.
10. (a) What is the automobile dollar of 1914 worth today?
(b) What is the cost-of-living dollar of 1914 worth today?

ANSWERS TO AUG. 4 QUESTIONS*

1. Cadillac for many years used the slogan, "Standard of the World."
2. (a) The initials "A.A.A." stand for American Automobile Association. (b) The president is Thomas P. Henry, 41 Burroughs Avenue, Detroit, Mich. (c) The treasurer is Kane S. Green, 23 S. 23d Street, Philadelphia, Pa. (d) The secretary is Charles C. Janes, Southern Hotel, Columbus, O. (e) The general manager is Ernest N. Smith, Pennsylvania Ave. at 17th St., N. W., Washington, D. C.
3. In tapping threads, a full-depth thread is not desirable. It is only about 5 per cent stronger than a 75 per cent thread, and cutting a 100 per cent thread imposes three times the strain on a tap that the 75 per cent thread does.
4. The following drill sizes are correct to give a 75 per cent thread on the S. A. E. taps as listed: (a) 1/4-inch, 13/64 drill; (b) 5/16-inch, 17/64 drill; (c) 3/8-inch, 21/64 drill; (d) 7/16-inch, 3/8 drill.
5. Air pressure in tires should not be reduced in hot weather. Heat will cause some increase in pressure, but that is not as destructive as the excessive flexing of the side walls which follows reduced pressure. This flexing generates heat and causes the different sections to separate, thus causing blowouts. Hard tires run cooler than soft ones.
6. A low oil pressure reading on an engine equipped with force feed lubrication does not necessarily indicate that the lubrication is inadequate. A low gauge reading is frequently caused by thin oil, or increased bearing clearances, permitting a greater volume of oil to circulate at low pressure. If the oil is of the correct body and character for the unit, this condition is not detrimental.
7. Twenty-seven National Automobile Shows have been held in New York City.
8. (a) 39,050,000 square feet of upholstery leather were used in the manufacture of motor vehicles during 1926. (b) This was 63 per cent of the total production of upholstery leather.
9. 15,489,000 motorists visited the National Forests during 1926.
10. Oh, the new Ford. When will it be out, eh? Oh, I see, the NEW Ford. When will it be out, eh? Oh, I see, the——— (Repeat until the new Ford IS out).

* These answers are not guaranteed, but are obtained from sources thought to be reliable.



Dealers From Five States

More than 150 Oakland and Pontiac dealers from five states, Missouri, Kansas, Oklahoma, Nebraska and South Dakota, met here to discuss a price reduction were discussed. Noel V. Wood, distributor of Oakland and Pontiac in Kansas City, and Edson Smith, branch manager, reported that considerable interest was created by the announcement months would see new records made.

Commercial Investment Trust Corp. Nets \$1,289,353

NEW YORK, Aug. 10—The Commercial Investment Trust Corp. reports net profits available for dividends of \$1,289,353 for the first half of 1927. The volume of bills and amounts purchased in the period, including purchases made by foreign subsidiaries, amounted to \$90,019,434. The second \$2,000,000 installment of the company's original \$10,000,000 5 per cent serial note issue was retired at maturity, May 1, 1927, out of current reserves, leaving \$6,000,000 outstanding.

Predicts Record Sales

SEATTLE, WASH., Aug. 9—The sale of Oldsmobiles in the northwestern territory will surpass all previous records is the opinion of Charles Tyson, president and general manager of the Oldsmobile Motor Co. here. He has recently completed a tour of eastern Washington and northern Idaho, covering some 2000 miles and visiting all main dealers and distribution points.

Found Douglas-McKay Chevrolet

SALEM, ORE., Aug. 9—Douglas-McKay Chevrolet Co. has been incorporated here with J. Douglas McKay, Andrew Koerner, George L. Buland, incorporators. Capital is \$25,000.

Woodbury Wins Race

DETROIT, Aug. 10—Cliff Woodbury in a Boyle Valve Special won the A.A.A. race here Sunday, when he led the field

in the 100-mile dirt track event at an average speed of 76.01 m.p.h. Frank Lockhart, who as usual took the lead at the outset, was forced out after 14 miles of running.

I Heard It Different

GEORGE DURWARD MacCOOL, Cadillac-LaSalle dealer in Drexel Hill, Pa.—a section densely populated by editors and other men of wealth—relays this one:

"She stopped at the roadside filling station just at dusk. 'I want a quart of red oil,' she said to the service man. The man gasped and hesitated. 'Give me a quart of red oil,' she repeated. 'A q-quart of r-r-red oil?' he stuttered. 'Certainly,' she said, 'my tail light has gone out.'"

George says it really happened. And since he firmly established his credibility as supervisor of the swindle sheets of himself and a score of other men, while he was the world's driveway champion during the war, perhaps we should believe him.

But, on the other hand, it is known that, under the name of Durward, he sold Florida real estate last year.

Take it or leave it.

Wright Aeronautical Net Shows Increase

NEW YORK, Aug. 9—The Wright Aeronautical Corp. reports for the June quarter a net profit of \$222,071 after taxes, equivalent to 89 cents a share earned on 250,000 no par shares, compared with \$133,670, or 53 cents a share, earned in the first quarter and with \$123,067, or 40 cents a share, earned in the second quarter of 1926. The net profit for the first half of 1927 was \$355,741, after taxes, equal to \$1.42 a share, against \$323,148, or \$1.29 a share, earned in the first half of 1926.

Iowa Collects \$507,259 Tax

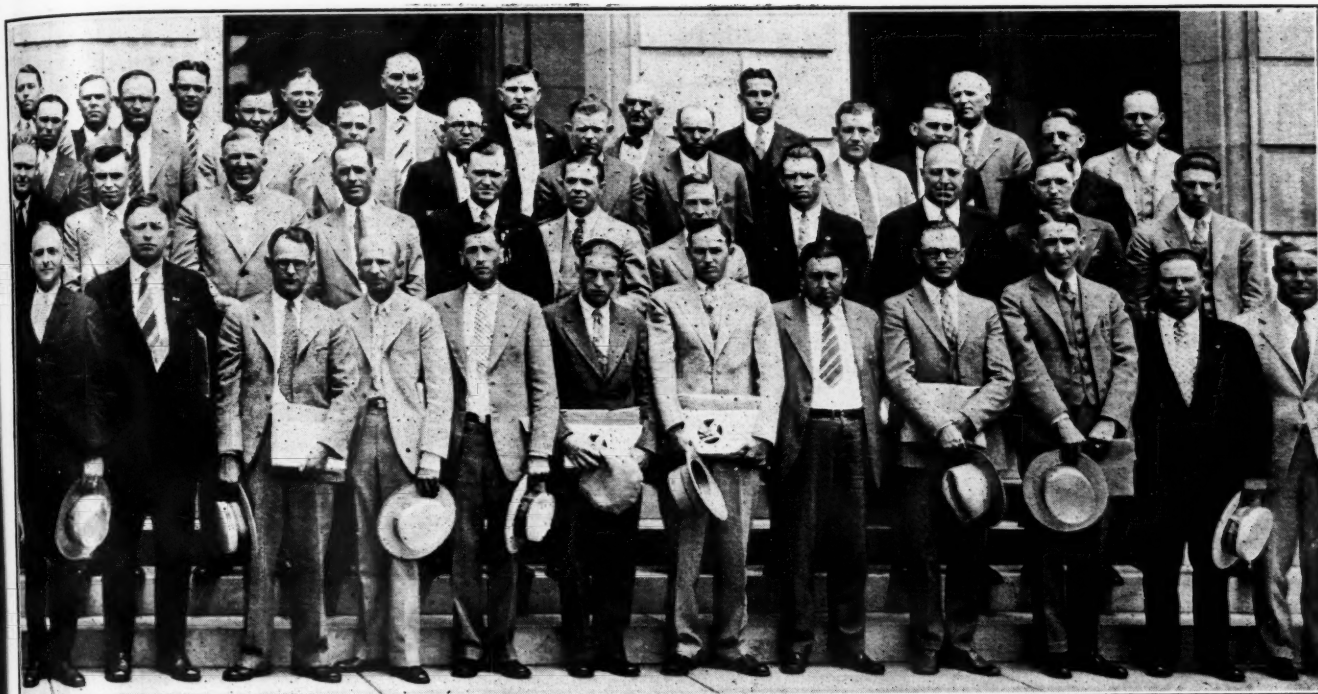
DES MOINES, IOWA, Aug. 9—Iowa collected \$507,259 in gas tax during June, according to report of State Treasurer R. E. Johnson filed this week. The figure is slightly below that of June, 1925.

Gernhard Sales Manager

BALTIMORE, MD., Aug. 10—Edward C. Gernhard, formerly general sales manager of the Towell Cadillac Co., Cleveland, who has been associated with Cadillac sales for many years, has been appointed general sales manager of the Cadillac Co. of Baltimore.

Fox Valley Motors Opens

ELGIN, ILL., Aug. 8—Fox Valley Motors, Inc., formally opened its Oakland and Pontiac agency at 222 South Grove Ave. this week. The firm is dealer in this territory for the two cars.



Meet at Kansas City

Dakota, met in Kansas City recently to confer with factory officials. The new model Oakland and the Pontiac price manager, were hosts. Dealers generally were optimistic as to the future of business and predicted that the next two of the new series Oakland and that the public was no less interested in the price reductions of new Pontiac line

Chevrolet Sales Gain in Northwest States

SPOKANE, WASH., Aug. 9—Chevrolet has shown a steady growth in Washington, Oregon and Idaho, both for the month of June and for the first six months of the year, according to figures compiled by James Whitelaw, vice-president of the Wells-Chevrolet Co.

For Washington, during the first half of 1927, Chevrolet showed a gain of 728 cars, or an increase of 19 per cent, while other makes of cars figured together showed a loss of some 3198 cars, or a loss of 13 per cent. In Oregon Chevrolet gained 14 per cent, while the average of the other cars was a 17 per cent loss. In Idaho, Chevrolet gained 3 per cent, while the others lost 27 per cent.

Salem Track Open Oct. 12

NEW YORK, Aug. 10—The syndicate headed by W. B. Dickenson of 100 Bread St. that leased the track at Salem and put on the races July 4 has announced its intention to stage a race on Oct. 12.

Puyallup Co. Moves

PUYALLUP, WASH., Aug. 3—The Puyallup Valley Chevrolet Co. has moved into the building formerly occupied by Puyallup Motor Co.

Occupies New Building

RALEIGH, N. C., Aug. 10—The attractive new building of the Horton Motor Co., dealer in Hudson and Essex, has been completed and occupied.

The structure, which is one story in height, 210 feet in length and 80 feet in width, is of unique architectural design and finish. The cost was approximately \$200,000. J. T. Horton is president of this company.

Road Miner a Tire Saver

OLD nails, horseshoes (if any) and even sections of iron gratings, pipes, cans and other potential tire trouble makers jump joyously from their beds in the highway when the equipment recently perfected by the engineering department of Washington State College is driven by. This equipment consists of a set of specially designed electro-magnets with an eight foot sweep, and a Ford engine-driven generator that has been assembled on skids so that the entire equipment can be loaded onto and attached to a truck in a short time.

The magnets are sufficiently strong to pick up a loose nail six inches away and as they are carried within two inches of the surface of the road, nails and other sharp material are drawn from the loose gravel surfacing even though partially imbedded.

"Appraisal Week" Calls Out Many Prospects

KANSAS CITY, Aug. 10—An "Appraisal week" that has brought both buyers and a large list of prospects has just been conducted by the Studebaker Riley Co., distributor of the Studebaker and Erskine lines.

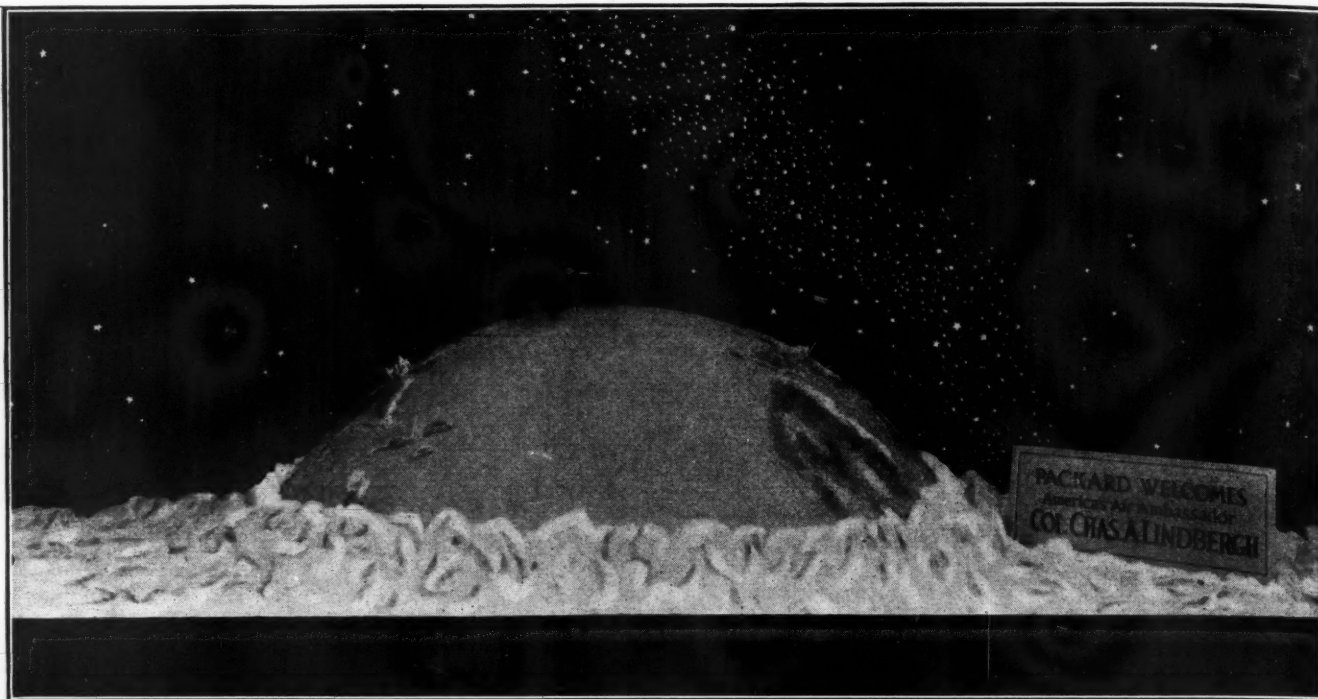
The plan for the week was worked out by C. M. Woodard, new manager of the company. Mr. Woodard came to Kansas City from Detroit where he was manager of the Studebaker branch. In the appraisal week motor car owners were invited to bring in their motor cars for appraisal without any obligations. Mr. Woodard said many owners brought in cars with the only thought in mind of finding out "how much the car is worth" and went away prospects. Several sales were made as a result.

Hold Annual Outing

PORTLAND, ORE., Aug. 9—Portland members of the automotive trades association held their annual picnic on the club grounds on the Columbia River highway. Twenty-four prizes were awarded to winners in field events.

Four Cab Companies Merge

SIOUX CITY, IOWA, Aug. 8—The Yellow Cab and Transportation Co., which was recently incorporated here with \$100,000 capital, has completed merger of four companies in this section, the Yellow Cab Co., Fowler Bus Lines, Sioux Drivurself System and Black and White Co.



Here's Window Display Number 3

Window display number 3 shows the Packard Motor Car Co. of New York's contribution to the tributes paid to Col. Charles A. Lindbergh, on the occasion of his recent European flight. This display was considered to be one of the finest that ever graced Broadway, center of beautiful window displays.

Chicago Sales for June Slightly Off

CHICAGO, Aug. 10—June sales of new cars, both wholesale and retail by 71 automobile concerns in this reserve district, were below the levels of the corresponding month a year ago, and were also lower than in May, 1927. On the other hand, the number of used cars sold were greater and there was a decline in used car stocks.

Deferred payment sales by 24 dealers in June averaged 49.3 per cent of this total retail sales, against 44.8 per cent in May and 49.1 per cent last year.

New Models Stimulate Business In Carolinas

CHARLOTTE, N. C., Aug. 9—The advent of new models in several medium priced lines stimulated trade in automobiles in North Carolina and South Carolina soon after the beginning of August, according to reports obtained from distributors and dealers here. The dealers in these two states are facing prospects of an excellent business during the fall and winter season.

Willys Dealers Meet

HULL, MASS., Aug. 9—One of the largest dealer outings ever recorded for the Northeast was that of the Willys-Overland Metropolitan Dealers' Association which was held here Aug. 4,

at Hotel Pemberton. A parade of 25 new Willys-Knights and Whippets took more than 200 dealers and salesmen to the seashore where, after a program of athletic and swimming events, there was a shore dinner.

Frank H. McSorley

DETROIT, Aug. 9—Frank H. McSorley, assistant treasurer of the United Motor Service, died here Aug. 1. Mr. McSorley was taken ill early last week with ptomaine poisoning which later turned, at Ford Hospital, into erysipelas. Mr. McSorley was 35 years old and has been associated with the United Motors Service with headquarters in the General Motors Building for the past eight years. Funeral services were held at his home.

Pays a Dime for Non-Owner Names

OKLAHOMA CITY, Aug. 10—Fred Jones, Oklahoma City's most successful Ford dealer, recently found a new method for getting customers' names.

A full page spread offering 10 cents each for names of people who did not now have a car was made in the local papers.

While this proved quite expensive, it brought excellent results.

U. S. Builders Lead in South America

WASHINGTON, Aug. 11—Import figures furnished the automotive division of the Department of Commerce show that American manufacturers are getting the lion's share of business in South America. Of a total of 1695 cars imported into Argentina in June, 1583 were American and 112 European. During the same month 1926 American trucks and 44 European trucks were imported.

Chevrolet Sales Contest Starts In Louisville Zone

LOUISVILLE, Aug. 8—The annual sales contest of the Chevrolet Motor Co. was started in this zone last week. About 200 dealers and salesmen attended a banquet at the Brown Hotel just prior to the opening day.

For the purpose of presenting the fall campaign to the dealer organization, the Louisville zone has been divided into three groups and meetings are to be held at central points in each division of the territory.

Weston Cutter, zone sales manager, is in charge of the general program.

New Florida Dealer

MIAMI, FLA., Aug. 6—The Rogers-Davis Motor Co. has been incorporated with a capital stock of 250 shares, no par value.

Electric Auto-Lite Will Share Profits

First Payment to Employees
Will Be Made Dec. 16
Balance March 15

TOLEDO, Aug. 9—A new plan of profit-sharing for the 280 salaried employees of the Electric Auto-Lite Co. has been announced here by C. O. Miniger, president, and it is estimated that between \$100,000 and \$250,000 will be made available for the annual Miniger fund for such purposes in accordance with the plan and depending on the net earnings of the company.

Mr. Miniger has told the officials of the company that he will divide a certain percentage equally with them on the volume of business which has been paid to him for several years.

By such an arrangement the management was rewarded so that overhead was in ratio with the volume of business and net earnings in the lean years were protected.

Five per cent of the Miniger fund will be set aside for special rewards for outstanding accomplishment in the organization.

The remainder will be distributed pro-rata with the salaries of those in each of four salary groups.

First payment will be made about Dec. 16, when half of the fund will become available. On completion of the audit of the books about March 15, the remainder will be paid.

Organize Truck Sales Co.

KNOXVILLE, TENN., Aug. 10—The General Motor Truck Sales Co. has been organized and incorporated here with \$10,000 capital by J. M. Higher, 2640 E. Fifth Ave., James W. Carter, 1066 Branson Ave., both Knoxville, and others, for the retail and wholesale distribution in Knoxville and the adjacent central Tennessee territory of the G. M. C. truck line.

PARDON me for POINTING

THE hardest-working man in my home town ran an automotive repair shop and did all of the work himself. He lasted two years and those who knew the inside facts of the case wondered how he managed to hold out that long. He kept no books but wrote down amounts to be charged on a bit of shingle, painstakingly, with the stub of a pencil and much moistening of the lead. And then, having made the charge he would, as likely as not, stoop over and lose the shingle out of his hip pocket or whittle it up in a moment of abstraction.

During the latter part of his business life this man carried such accessories as he could obtain on credit and when the village note-shaver finally took over the business he found charges such as these, made on scraps of wood, cardboard or paper and thrown into a large box: "Two tires for J."; "Five gas for man looks like Barney up to Jones' farm."

There are other ways of losing money than by making wild guesses on horses just as there are other ways of getting famous than by getting one's picture into the yeast cake advertisements. One way is to let your charge accounts take care of themselves.

Old Doc Turnover, B. D.
(Business Doctor)

Registrations Down

CINCINNATI, Aug. 10—While Hamilton County automobile registrations continued the downward trend in July, the decrease for the month as against the same period last year was only 230 in new car sales. Used cars, however, showed a greater slump with a decrease of 478 sales, as compared with a corresponding period in 1926.

Business Outlook Sound for Last Half

June Not Far Below May and
July Results Give General
Encouragement

NEW YORK, Aug. 10—The automotive industry has gone into the second half of 1927 with business proceeding in strong volume for the midsummer season. June sales showed less recession than was generally expected from the high May levels and it appeared, as July drew toward its close, that the turnover of automotive products would be about as good as June's.

Manufacturers generally looked for a continuance of business in at least reasonably good volume throughout the rest of the year. Close buying in virtually all lines made definite forecasts impossible but the general tone of executives' statements, particularly among passenger car manufacturers, was optimistic and wholesalers and retailers also looked for a steadier condition during the coming six months than had prevailed in the first half of the year.

Car and truck manufacturers in the National Automobile Chamber of Commerce finished the half year with approximately 10 per cent more cars and trucks delivered than in the same period of 1926. Their dollar value, (Turn to page 20, please)

Nedley Chevrolet Formed

APALACHICOLA, FLA., Aug. 8—The Nedley Chevrolet Co. has been incorporated here with a capital stock of \$15,000. The board of directors is composed of R. P. Nedley, Henrietta Nedley and I. C. Nedley.

Fennell Buys Automart Garage

ALTOONA, PA., Aug. 8—L. F. Fennell, proprietor of the East End garage, has purchased the Automart garage, at 505-07 Eighth Ave.

What's Coming in Motordom

SHOWS

Automotive Equipment Association, Coliseum, ChicagoNov. 7-12
*Chicago, National Automobile Chamber of Commerce, Coliseum, Jan. 28-Feb. 4
*Cleveland, Public Auditorium...Jan. 21-28
*Dallas, Texas, Automobile Building, Oct. 8-23
Des Moines, Coliseum.....Feb. 20-25
Green Bay, Wis., Auto Bldg., Aug. 29-Sept. 2
Minneapolis Municipal Auditorium, Feb. 4-11
National Standard Parts Association, Convention Hall, Cleveland...Nov. 14-19
*New York, National Automobile Chamber of Commerce, Grand Central PalaceJan. 7-14
Salon, Automobile Salon, Inc., Hotel Drake, ChicagoJan. 28-Feb. 4

Salon, Automobile Salon, Inc., Hotel Biltmore, Los Angeles.....Feb. 11-18
Salon, Automobile Salon, Inc., Hotel Commodore, New York...Nov. 27-Dec. 3
Salon, Automobile Salon, Inc., Hotel St. Francis, San Francisco, Feb. 25-March 3
Salon, Los Angeles Motor Car Dealers Association, Hotel Biltmore...Oct. 18-21

* Will have special shop equipment exhibit.

CONVENTIONS

Automotive Equipment Association, Coliseum, ChicagoNov. 7-12
National Automobile Dealers' Association, Ohio Council, Cleveland, Sept. 14-15
National Standard Parts Association, Hotel Hollenden, Cleveland, Nov. 14-19

National Tire Dealers Association, Brown Hotel, Louisville, Ky...Nov. 15-17
National Automobile Dealers Association, Ohio Council, Cleveland...Sept. 14-15
Pennsylvania Automotive Association, Johnstown, Pa.Sept. 19-20

S. A. E.

Chicago, November—National Transportation and Service Meeting.
New York, Jan. 12—Annual Dinner.
Detroit, Jan. 24-27—Annual Meeting.

RACES

Altoona, Pa.Sept. 5
Atlantic CitySept. 5
Charlotte, N. C.Sept. 19
Detroit,Sept. 10
Los AngelesNov. 24
Salem, N. H.Oct. 12
Syracuse, N. Y.Sept. 3

Milwaukee Provides for Water Shipment

New Lake Terminal Built for Speedy Handling of Cars and Trucks

MILWAUKEE, Aug. 9—Development of the new municipal terminal at Milwaukee on the outer harbor on Lake Michigan is giving notable recognition to the importance of the city as an automotive distributing center. One of the first steps to provide receiving facilities embraces provision for handling cars shipped from Cleveland, Buffalo, Toledo, Detroit and other Great Lakes automotive production centers, and outgoing shipments from passenger car and truck factories in Milwaukee, Hartford, Racine and Kenosha.

Construction of loading platforms and ramps is under way, following the completion of docks. The latest development has brought to light the fact that use is being made of the large bulk freighters to carry automobiles. Lake vessels loaded with coal on Lake Erie ports for Milwaukee have now been pressed into service to carry an auxiliary load of automobiles on deck, occupying the hatches and intervening space. This has made necessary provision for ramps. Sixteen-foot loading platforms with grooved runways into which the car wheels fit are attached to inclined runways, 9 ft. wide, leading to the ground. One ramp, 13 ft. high, will be used to unload cars from coal carriers without cargo or "light," and another ramp, 7 ft. high, serves laden vessels.

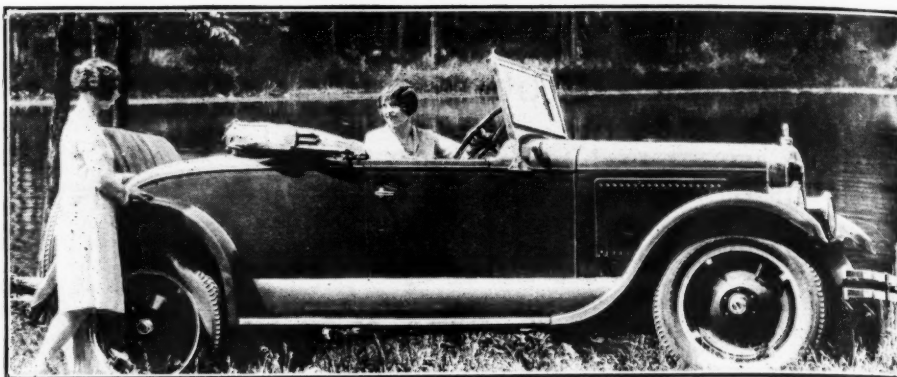
Extra dredging has been done alongside the docks to accommodate the heavier and deeper draft bulk freighters. The original docks were designed to unload automobiles from ordinary freight boats which discharge cargoes through the usual apertures in the sides of the hulls which are on a level with the dock platform proper. In the case of the bulk freighters, the ramps and platforms obviate the necessity of using heavy and expensive cranes for unloading cars from the deck.

Packard Appoints Two New Detroit Dealers

DETROIT, Aug. 9—The appointment of two new Packard dealers in Detroit is announced by the Packard Detroit branch. They are the Pfent-Mayday Co. at 2861 Gratiot Ave., and M. Chandler Hart at 16229 Woodward Ave.

Young Forms Company

RACINE, Aug. 8—Fred W. Young, formerly vice-president and general manager of the Racine Radiator Co.,



Oldsmobile Sport Roadster

One of the most beautiful of the many sport model roadsters is the new Oldsmobile. This car, because of the comfortable rumble seat, holds four easily and can accommodate five. Finish and appointments are superior.

has organized the Young Radiator Co. of Racine, to engage in the manufacture of radiators, condensers and other cooling devices for automobiles, trucks, tractors and industrial engines. The capital stock consists of \$125,000 preferred and 2500 shares of no-par common. Definite plans for manufacturing have not been made public.

Big Campaign for Fordson

DETROIT, Aug. 11—An advertising campaign for Fordson tractors, covering both the industrial and agricultural fields, has been instituted by the Ford Motor Co. The campaign is being conducted in national publications and farm journals with a combined circulation of nearly 11,000,000 readers.

Nelson Joins Rowland & Clark

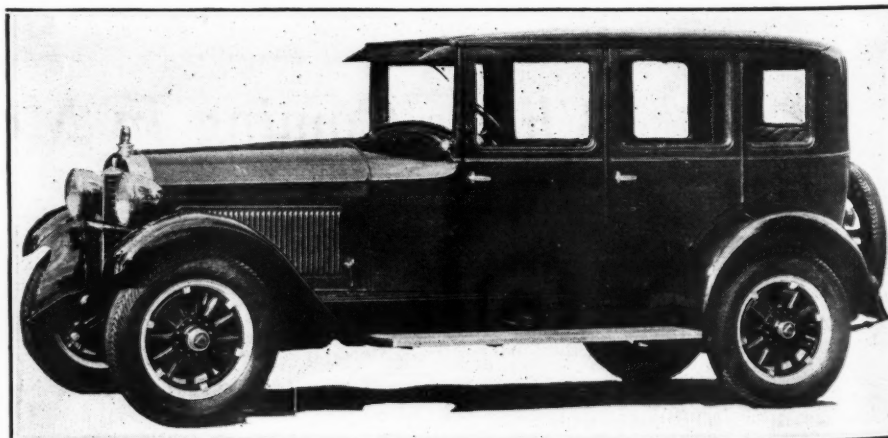
SEATTLE, WASH., Aug. 8—O. C. Nelson, who for the past 10 years has been connected with the automobile industry in Seattle, recently with the Oldsmobile Motor Co., has joined the sales staff of Rowland & Clark, Auburn dealer.

Big Orders for New Dodge Four Received

DETROIT, Aug. 8—Evidence of the public's reception of Dodge Brothers new four-cylinder line, which was introduced July 17, is to be found in the large volume of orders received. On the two days immediately following the formal announcement orders were received for approximately \$3,250,000 worth of new sedans alone. Dealers in such cities as Boston, Brooklyn, Chicago, Cleveland, Milwaukee, St. Louis and Philadelphia report that their salesrooms have been visited by more people since the new line was introduced than upon the occasion of any previous announcement Dodge Brothers have ever made.

Norwood Buick Co. Formed

NORWOOD, OHIO, Aug. 9—The Norwood Buick Co., has been chartered with a capital of \$25,000 to deal in Buick cars for Norwood and vicinity. Incorporators are Frank M. Wright, Joseph W. Conner and Charles Broeman.



Hudson Super-Six Sedan

This new Hudson Super-Six four-door sedan is mounted on a 118-inch wheelbase. It is attractively appointed throughout, and exceptionally easy-riding. Engine has a high compression head. The price is \$1,285

Chevrolets Become Refrigerator Cars

Ice Cream Vender Uses 20
for Retail Selling in
Middle West

DETROIT, Aug. 10—Refrigerator automobiles, capable of maintaining a constant temperature of near-zero, denote a new advance in the adaptation of the motor car to every type and kind of transportation problem.

Twenty Chevrolet chassis were recently purchased by the Detroit branch of a national ice cream firm for the major traffic arteries in and around the city.

On every chassis is mounted a specially-constructed body into which the refrigerator has been built as a unit. The refrigerator occupies the upper section of the body, while beneath it is the cooled compartment with a capacity of 960 bricks of ice cream. The temperature of this compartment, according to Pat Potter, special representative for the company, is maintained at from five to 10 degrees above zero to insure that the ice cream bricks and "suckers" will be sufficiently hard-frozen to tempt the parched motorist. "This refrigerator," Mr. Potter explained, "has a 6-in. insulated wall and a capacity of 300 lb. of ice and 75 lb. of salt. Average consumption of ice in 24 hours is about 125 lb. This is packed into the tank through an opening on the roof, and is sufficient to keep the ice cream appetizing in the hottest climate."

Every morning the 20 trucks at the Detroit office take on a fresh supply and then hurry to designated places around the city. All sales are made by the roadside from these portable store-rooms. Chevrolets were selected to carry the refrigerators, it was explained, in order to get rapid, economical and dependable transportation and at the same time neat and attractive cars with a "sales appeal."

In addition to the Detroit branch, others are operated in 25 leading cities extending from coast to coast.

Studebaker Profits

Close to Last Year

SOUTH BEND, Aug. 9—Net profit of Studebaker Corp. of American for the first six months was \$8,472,383, comparing with \$8,735,861 in the first six months of 1926. Cars sold in the first six months of 1927 totaled 61,820 as against 59,400 in the same period last year. Net sales in the 1927 period totaled \$73,151,679 as against \$75,840,607 in the 1926 period.

Another Railroad Adopts Buses

WILLIAMSPORT, PA., Aug. 8—The Susquehanna and New York Railroad Co., with headquarters in this city, has inaugurated gasoline rail coach service between this city and Towanda.

Jest—A Bit Cynical

By S. G. SWIFT

HARRY BOWEN writes from Providence, which, if you are interested, is in Rhode Island, to say that the funniest thing he has heard for some time is that Edsel Ford has purchased a horse. This, I should think, might well be called to the attention of the "Don't-Bite-The-Hand-That's-Feeding-You" society.

* * * *

PERHAPS you have stopped telling prospects about the good points of that car you handle. Knowing, as you do, the ways in which it excels, you may think that your prospects also know. Nothing could be further from the truth. The average person's brain cells are cluttered up with more than he can ever assimilate and since no one has yet come to the front with an effective mental purge, it is necessary to repeat a thing as many as 10 times before the common run of humans will understand what you are talking about. And, even then they'll forget what you say unless you keep on telling them.

The people in this enlightened age surely know that there is church on Sunday, but the church folk take no chances; they keep ringing the bells just the same.

* * * *

ANOTHER reason you should keep talking about the good points of the car you sell, is because there is a new generation of buyers every five years.

* * * *

THERE are one and a half million patents registered by the patent office every year, but you and I don't even hear about the most of them. Many are kept from use by reason of the fact that they conflict with patents already granted. One concern's patents are blocked by those of another; much money is spent in lawsuits and neither company is able to develop its full competitive strength. The National Automobile Chamber of Commerce deserves more credit than we thoughtless ones give it for the way it has worked out a system of interchanging patents so that they operate to the advantage of all members—and also to the advantage of the entire civilized world. That's cooperation.

* * * *

IDAHO is placing the picture of a potato—or rather a picture of the potato—on its 1928 license tags. We sincerely hope that none of the neighboring states will make similar use of the potato bug. Massachusetts, we understand, is considering whether to use the codfish or the cranberry as a symbol; Tennessee a picture of the new moon—and someone who is looking over my shoulder remarks that New York will probably have a picture of Billy Evans on its license plates. New York, of course, is the Empire State, and Billy Evans is an umpire; that's the explanation of that one. (Some distance to go for a paragraph, but we've gone further.)

* * * *

WHY no manufacturer, in the rush to obtain new and striking type-names for his cars, hasn't called one of them a Herdic is beyond my comprehension. We have the coach, landau, sedan, barouche, and brougham, but as yet no one, to my knowledge, has come out with a herdic. A vehicle of this name, even though it might in reality be an ordinary touring car, would enjoy a minimum of sales resistance in Boston, where it was for years—and is now to a certain extent—the favorite means of transportation of erudite dwellers under the sacred cod.

* * * *

I HAVE long cherished a belief that success would attend the manufacturer who would come right out boldly and admit that his current model is the best buy on the market. Certainly he would strike a refreshingly new note in automotive merchandising and I am convinced that he would not be charged with doing an unethical thing. He might even go further than this and instruct every dealer to tell his salesmen that "this car is the best buy on the market today." The salesmen of course could tell their prospects. I believe that the manufacturer who is the first to adopt this—and he'll soon have lots of imitators—will see his sales mount to dizzy heights. And if the plan is tried and proves successful, please remember where you got it. I could use the money or a new car.

Found Bacot-Jones Co.

LAUREL, MISS., Aug. 10—The Bacot-Jones Chevrolet Co. has been organized and incorporated here with \$30,000 capital and is handling the Chevrolet line in this section. Reginald M. Bacot, B. L. Jones and Ulmer L. Bushby, all of Laurel, are the incorporators named.

Heads Service Department

SPOKANE, WASH., Aug. 8—Alec Dunlop has been named head of the Lincoln service department of Universal Auto Co., Spokane, Wash., according to Ralph Bale. Mr. Dunlop came to Spokane from Los Angeles. He worked with Harry Leland, original designer of the Lincoln car, 21 years ago.



Wrecker on Stilts

At Greenville, Miss., in the flood area, this odd-looking Studebaker wrecker "on stilts" did valiant service. The stilt-like arrangement and a forward extension of the exhaust kept the water from the engine

Missouri Wars on Unlicensed Drivers

KANSAS CITY, MO., Aug. 9—Missouri state officials have requested peace officers throughout the state and the police in Kansas City in particular, to round up all motor car drivers operating without a state license. War also has been declared by state officials on persons seeking to evade the law by carrying a sign, "In Transit," on cars.

In Missouri license plates issued after Aug. 1 are issued at one-half the regular fee. This year, however, state officials will check all certificates of title received after the half-year period starts, and where the car sale was made before Aug. 1 the full year's fee will be collected.

Spain Charges Tax

WASHINGTON, Aug. 10—A change in the method of automotive taxation in Spain has just been announced to the U. S. Department of Commerce. The old system was on a basis of 35 pesetas per year per hp. Under the new system for the first 10 hp. the tax will be 20 pesetas each; from 10 to 15 hp., 20 to 30 pesetas; from 15 to 20 hp., 30 to 40 pesetas. Motor buses henceforth will be on a basis of hp. and not by capacity.

Business Outlook Good

(Continued from page 17)

however, was probably not much greater than that of the smaller production last year owing to the tremendous gain in several low-priced makes. Ford production, which has declined steadily with approach of the appearance of the new car, adversely affected the half year's total output.

In the parts and accessory field the half year showed greater volume than the same period of 1926 and 1925 for manufacturers of original equipment

and garage machinery and tools. The original equipment makers benefited by the large gains made this year by several car makers and also by the discontinuance of production of a number of parts units by several vehicle makers who had not been patronizing the parts industry to any great extent. The shop equipment makers, following their educational and sales promotion effort in the automobile shows, had the three biggest months in the history of their industry in March, April and May and finished the half year with a new high sales record.

Sales of replacement parts to the trade ran better than they did in 1925 but not as well as last year while accessory sales fell below both the 1925 and 1926 records.

Wholesale distribution of parts and accessories was strong in some sections and for some classes of wholesalers but a good many jobbers had a poor half year in accessories and, unless they were efficiently specializing, in replacement parts distribution as well.

Stout Air Services, Inc., Inaugurates New Line

DETROIT, Aug. 10—Stout Air Services, Inc., will inaugurate a new air line, beginning Sept. 1, between Detroit and Cleveland, Stanley E. Knauss, manager, declared today.

The company is discontinuing its air line between Detroit and Grand Rapids until such time as special planes and radio direction equipment can be applied for the line's extension across Lake Michigan to Milwaukee and ultimately to Minneapolis and St. Paul.

Metzger Takes More Territory

PORTLAND, ORE., Aug. 11—Walter W. Metzger, Buick dealer for Gresham and eastern Multnomah County, has also taken over the distribution of the line for Clackamas County.

G.M.C. and Towell Cadillac Co. Build

Harry Hickie Develops Plans and Will Have Charge of Construction

TOLEDO, Aug. 10—A \$300,000 building for the Towell-Cadillac Co. and the General Motors Corp. will be under construction soon at the southeast corner of Madison Ave. and Eleventh St. The new structure will house the complete sales and service facilities of the Cadillac and La Salle distributor for the Toledo territory.

Harry Hickie of the architectural division of the General Motors Corp. has developed the plans and will be in charge of construction.

The building is to be fireproof, of terra cotta exterior, and is to be completed Dec. 1. It will have 100 feet frontage on Madison Ave. and 150 feet depth on Eleventh St.

The Jones Motor Co., local Hupmobile distributor, will take over the old Towell-Cadillac quarters at Madison Ave. and Thirteenth St., under a three-year lease.

\$3,677,749 Mack Net

NEW YORK, Aug. 8—Net profit of Mack Trucks, Inc., in the first half of 1927 was \$3,677,749 after charges, or \$4.36 a share on the 713,434 common shares. This compares with \$5,341,328, or \$7.80 a share on 611,515 shares of common, in the first half of 1926.

For the June quarter, net earnings were \$2,218,435, comparing with \$1,439,304 in the March quarter, and with \$3,025,799 in the June quarter last year.

Shipments and earnings in the first and second quarters were slightly in excess of estimates, a company statement said. Notes and accounts receivable have been reduced more than \$10,000,000 since the new terms went into effect. Neither the company nor its subsidiary, Mack Acceptance Corp., has any bank loans, and there is more than \$5,000,000 cash in hand.

Walter E. Reid of Portland Me., one of the largest individual stockholders, was elected a director.

Edward C. Brisley Honored

COLUMBUS, OHIO, Aug. 9—Edward C. Brisley, president of the Packard-Columbus Co., central Ohio Packard distributor, has been made first vice-president of the Columbus Chamber of Commerce. He was formerly president of the local automobile dealers' association.

Embach Joins Carolina Motors

GREENVILLE, S. C., Aug. 8—Carolina Motors, Chrysler and Franklin dealer, announces the appointment of E. R. Embach, veteran automobile salesman of this city, as a member of its sales staff.

Champion Finishes Largest Half Year

Additional Machines Installed and Production Boosted for New Ford

TOLEDO, Aug. 9—The Champion Spark Plug Co. has just completed the largest half year's business in its history and is closing down two weeks for inventory.

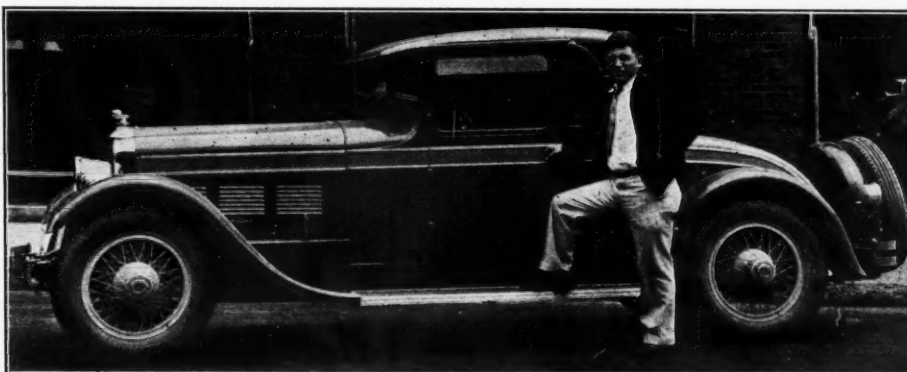
At this time additional machinery will be installed in the plant here and several departments revamped to permit increased production in anticipation of the forthcoming new Ford model which will be equipped with Champions as have all Ford cars since 1911.

Some other customers are also planning larger schedules.

"The wonderful consumer demand enjoyed by our product the world over justifies us in preparing for a still further increase in our business and a prediction that 1927 will be our banner year," declared Pres. R. A. Stranahan, before leaving for an eastern trip.

New Trial for Doble

SAN FRANCISCO, Aug. 11—Abner Doble, former head of the Doble Steam Motors Corp., of this city, has been granted a new trial by the supreme court, after his sentence of one to five years in San Quentin penitentiary had



Souders Likes Safety Stutz

George Souders, who made automobile history by driving the winning car in this year's 500-mile Indianapolis Speedway Decoration Day classic, selected a two-passenger Safety Stutz coupe for his personal use.

been upheld by the superior court and the appellate court.

Doble was convicted, in February, 1926, of violation of the corporate securities act of the State in the sale of securities of the Doble concern beyond the amount allowed by law. All the justices of the supreme court signed the decision, which sets the hearing for San Francisco.

Form Casey Chevrolet Co.

SOUR LAKE, TEX., Aug. 9—Casey Chevrolet Co., Inc., is the name of a new dealer firm organized and incorporated here recently to handle Chevrolet line in this district. T. A. Casey is president of the company.

Tire Manufacturers Are More Optimistic

AKRON, Aug. 11—There is a more optimistic feeling in tire manufacturing circles as a result of satisfactory earnings by most of the major companies in the first half year and the continued stability of retail tire prices. Statements of Goodrich, Goodyear, Seiberling and other companies show remarkable recoveries from the same period of last year, which included sharp declines in crude rubber prices and two tire price cuts.

Prospects for the last six months of the year are regarded as bright. The current quarter is the big tire selling period of the year, and it appears to be likely that the industry will establish a new high record for turnover in this period.

Sales and production of tires during July were heavy, being considerably above the same month last year.

Chevrolet Dealers Picnic

ALTOONA, PA., Aug. 11—The annual picnic of the Murray-Chevrolet, central Pennsylvania distributor of Chevrolet, and its allied dealers was held Aug. 1, at Hecla Park, near Bellefonte. The outing was attended by more than 300.

During the day gold medals were presented to Harry McClellan of Bellefonte; R. Ripley, of Altoona; John Solters, of Altoona, and J. P. Humes, of Altoona, by the Chevrolet Motor Co. for selling 72 or more cars during the year. A demonstration of selling a car was given by two of the new men in the Altoona company, Robert Dillin and Harold Taylor.

Burch-Buell Takes on Chevrolet

ROCHESTER, N. Y., Aug. 9—The Burch-Buell Motor Corp., former Marmon and Star distributor, has been reorganized and henceforth will handle Chevrolet exclusively, operating under the name of Burch Chevrolet Corp.



Latin Americans at Lansing

Most of the men shown in this picture are Latin Americans who have been attending a service school at Olds Motor Works, Lansing, Mich. Their presence offers an indication of the growth of U. S. automotive trade with Latin America.

Baby Benz Makes American Debut

Country-Wide Distribution Is Planned for European Small Car

NEW YORK, Aug. 4—Country-wide dealer distribution of a new small six-cylinder Mercedes-Benz car is planned by the Mercedes-Benz Co., Inc., 247 Park Ave., New York, a subsidiary of Daimler-Benz, A. G., with head offices at Stuttgart, Germany, which through recent mergers is one of the largest automobile producers on the European continent.

The new car, which was brought out in Germany late this spring, will shortly be introduced to the New York public, an advertising campaign having already been prepared. Models at New York delivered prices are as follows: 5-passenger touring, \$3,300; 2-door coach, \$3,700; 4-door sedan, \$3,900; 6-passenger convertible coupe, \$4,100; 5-passenger all-weather body, \$4,200.

Dealer representation in all important centers is planned by the American company of which W. R. Vogler is vice-president and general manager; E. Hennigson, treasurer, and O. O. Von Schrenk, secretary.

The chassis has a central lubrication system mechanically operated from the gear box. Cylinder dimensions of the engine are 65x100 mm. (2.66 x 3.94 in.). The engine peaks at 3000 r.p.m. There is a single dry plate clutch, a spiral bevel drive to the rear axle, and four-wheel internal brakes. The car is said to give 25 to 28 miles to a gallon.

Timken Roller Bearing Co. Profits—\$5,406,834

NEW YORK, Aug. 10—Timken Roller Bearing Co. reports for six months ended June 30, 1927, net profit of \$5,406,834 after charges and Federal taxes, equivalent to \$4.50 a share earned on 1,200,882 shares of no par stock, comparing with \$4,903,490 or \$4.08 a share in first half of 1926.

Oldsmobile of 1900 Wins

NEW YORK, Aug. 10—Blase Broadway woke up the other day wondering if it had not been transported overnight to 1900. There, through the heart of the city roared 40 gasoline buggies reminiscent of the days when horses and hairpins were in their prime. It was merely a parade of the oldest automobiles of the metropolitan district—or rather a race—from Dyckman St. to City Hall.

Sixteen of the ancient arks fell by the wayside. Of the 24 that finished a 1900 Oldsmobile was crowned Endurance King.

An Effective Argument
BALTIMORE, Aug. 10—A local



Another Studebaker-Erskine Showroom

This interior view of the newly finished showroom of Bowen-Sims Motor Co. Phoenix, Ariz., shows that it is modern in every respect, also that it is commodious and excellently arranged

automobile agent has an effective argument when a prospective customer demurs at the trouble necessary to keep a machine in working order.

To such a man he points out the fact that if he had a horse, the latter has to be clipped, fed and kept in good shape generally, and if he does not do it himself, somebody has to do it for him. The work is not as attractive as attending to one's automobile, he rightly says, and requires considerable more time and attention.

To the man who has owned a horse, this makes a strong argument.—From MOTOR AGE, Aug. 8, 1901, twenty-six years ago.

Hamilton With Nagelvvort

SEATTLE, WASH., Aug. 11—Seaver Hamilton, a well-known engineer, is now associated with The Nagelvvort-Stearns Cadillac Co.

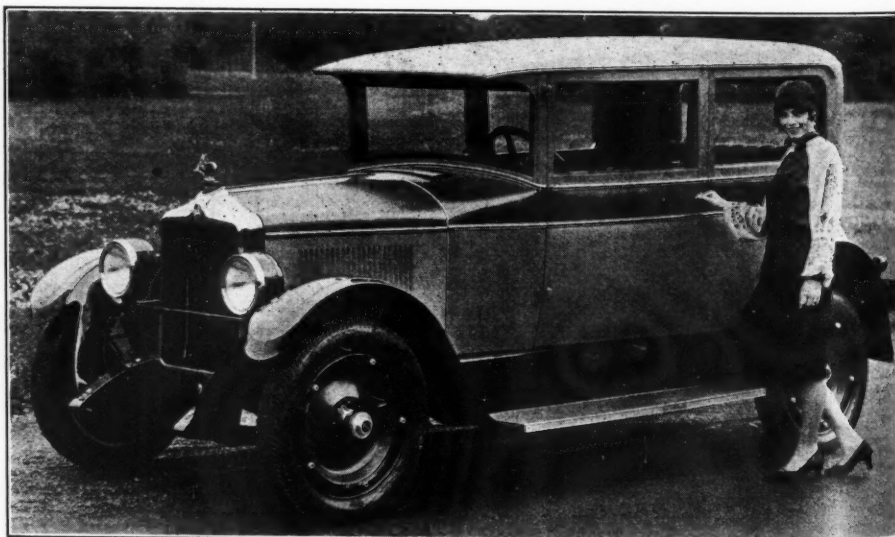
Another Georgia Idea Seeks to be Made Law

ATLANTA, Aug. 11—A bill recently introduced into the Georgia legislature would require manufacturers of automobile tires and tubes to stamp the date of manufacture on all tires and tubes sold in the state of Georgia.

In the past the Atlanta dealer association has met with excellent success in bringing about the defeat of undesirable legislation, and the trade in Georgia is working hard on this occasion.

Form Robertson-Hudson Co.

WINTER HAVEN, FLA., Aug. 10—Robertson-Hudson Co., which proposes to deal with a capital stock of 250 shares par value \$100 each. The board of directors is composed of Bert Robertson, A. Summerlin and Ethel M. Collins.



Moon Coach Has Flexible Body

A radical departure from the conventional type of steel-sheeted automobile bodies is seen in the new-day patented flexible fabric-paneled body now in use on the Moon 6-60, two-door, five-passenger coach model.

CLOSE UP AND LOW DOWNS

By SAM U. L. SPARKS

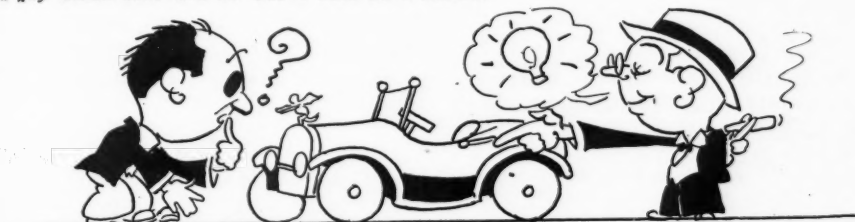
ONE of the worst ways I know to sell automobiles is for your prospect to know more about your car than you do.

Here at Sparks Corners people know me, and they know the Halfpast Six, and they know if a better car was made Sparks would sell it. I hope one of my worthy contemptuaries which has sort of a patent-right on that kinda language will excuse me, please, for using it, but facts is facts.

* * * *

Did you ever read any of the advertisements of the car you are selling? Most usually they are full of facts, and it hadn't ought to do no harm to read them and remember them and use them.

If they's anyone I like less than the guy which thinks he's the whole cheese, it's a guy which acts like he was a hole in a cheese.



Every once and a while I go to the city and visit around some of the show-rooms trying to pick up here and there a hint in regards to how things had ought to be done, and why. I gotta admit that most generally what I find out is how they hadn't ought to be done.

Well, not long ago I drop in at a place where you would of thought the guy was trying to sell me a horse the way he talked about smooth lines and color, et cetera, which was all things I could see for myself. I was waiting for him to open the horse's mouth to count his teeth and see how old he was, but he didn't. Outsida that, his talk mighta sold a horse, but not a car.

A coupla days later a young lad which went to the city to make his fortune and which has made quite a name for his-self as a automobile salesman came back to Sparks Corners so's folks could give him the once-over.

He came in to see me, and what did he talk about? His-self? Not much!

"I hear you have become quite a salesman, Harold," says I.

"Well, I have sold quite a number of Blanks," he admits, naming the car.

"Good for you," says I, "anybody which can sell the Blank has got to be some salesman."

I figgered I'd get a rise outa him. And I did. I always thought the Blank was a fair-to-middling car, but that boy Harold started selling me, and before he left he just about convinced me that if I wasn't selling the famous Halfpast Six I would pick the Blank as the best.



"How did you learn to sell like that?" I ast him.

"By keeping my ears and eyes open," says he, and then he tells me that he studies everything that comes outa the factory advertising and sales departments, and when he talks about the Blank car he talks up the points they give him because he has it figgered out that the guys which head them departments knew their onions and know how they had ought to be sold.

"Look at this," says he, and he pulls half a dozen folders outa his pocket. They was headed, "Stress Every Dominant Blank Advantage." Only instead of Blank it gives the name of the car. Each one of the folders has a different color and a different number and each one takes up a different point of advantage like, "Exclusive Manifold Design and Its Advantages," "Blank's 100 Per Cent Rear Axle," "Blank's Four Wheel Brakes," and so forth.

"Who couldn't sell a Blank after reading all those good points and using them?" says Harold.

Who, indeed, thinks I, and it reminds me of one of my favorite sayings, namely, that if you want to do something uncommon you had ought to have common sense. Harold has it and he has done it.

Industry Gaining Throughout South

July Biggest Month In Years from Viewpoint of New Business Projects

ATLANTA, Aug. 10—Figures concerning industrial development in the 16 Southern states during July, and emanating from authentic sources, indicate that the automotive industries enjoyed one of the largest months in years in respect to new construction.

In the automobile dealer and distributor field alone, there were 29 new companies organized and incorporated in the South during July, and 17 construction projects announced, most of them sales and service buildings, entailing a total investment of approximately \$1,000,000.

In other branches of the business exclusive of automobile and truck dealers, but including tire and accessory firms, garages and filling stations, 27 new companies were organized and incorporated in July and the surprisingly large number of 76 new construction projects announced. While many of these include filling stations and small garages, there were also a number of large projects in the independent garage field, some of which exceeded an individual investment of half a million dollars, so that the total amount involved in this construction amounted to between \$2,000,000 and \$3,000,000 on a conservative estimate.

More White Trucks Building Cuban Roads

CLEVELAND, Aug. 11—The good roads program being put into effect in Cuba at a cost of many millions of dollars is responsible for an order for 40 White trucks. The purchase was made by the Campania Cubana de Contratistas, of Havana, which had begun work on a contract for the new Central highway through the Provinces of Matanzas and Santa Clara with 18 White trucks already in service.

Chandler Profits Gain

CLEVELAND, Aug. 9—Chandler-Cleveland Motors Corp. reports net earnings for the first half of 1927 as \$675,006, the June quarter with a net of \$411,603, showing an increase over the March quarter, which earned \$263,403. Net income in all of 1926 was \$401,330. The company reports gross shipments in July as 70 per cent greater than shipments in July last year.

Receives First Carload

SPOKANE, WASH., Aug. 9—The first carload of Mason tires was recently received by Western Motor Co. Spokane distributor, according to H. E. Oechsli, president.

Gas, Oil and Hot Dogs—Drive In

MOVEMENT has been started over the radio to beautify roadside hot dog stands. Seems you can't make 'em doggy enough for some people.

Oldsmobile starts on \$3,000,000 building program. Chevrolet engaged in \$2,000,000 construction work, Buick enlarging its already mammoth plant. Will the gentleman who mentioned saturation please hold up his hand.

Al Reeves has just returned from Europe. Yet it would be far from apropos to refer to that event as a "come-back."

A news item informs us that an R.O.T.C. drill sergeant, disgusted with his charges, advised them to, "step out and look at yourselves." Not a bad idea for some automobile salesmen.

Tom Towell is Cadillac distributor in Cleveland. With a partner named Joe Soap, what a clean-up team that would make.

Garage, costing a quarter of a million, will be erected in Rockford, Ill. There's a lot of money in that garage.

"Found Glockner Chevrolet Co., in Portsmouth, Ohio," says a headline in MOTOR AGE. We are amazed to know that anything as big as that could get lost.

Automobile stocks were the first to recover following the momentary slump occasioned by the President's choosing to refrain from seeking a third term. This phenomenon is referred to all and sundry pessimists as something worth thinking about.

Al Smith backs A.E.A. Save-a-Life Campaign. Al's smart. He's not taking a chance on losing any votes in 1928.

A new jack is said to operate "without effort." Here at last is something that makes punctures a pleasure.

The Studebaker "President" has an unusually large radiator. Probably to give it Cool-idge.

American cars win all events in South African hill climb. Okka bokka bukka blooka, which is Transvaalese for "Three cheers for the Chrysler."

Man in Chicago with a record of selling 42 automobiles in a month states he will beat that record in one of the remaining months of this year. He has a better chance of doing it than the fellow who polishes his sit-spot on his office chair, while he complains of rotten business.

Detroit automobile manufacturer again postpones announcement of his new car, thus increasing the public's curiosity about it. The manufacturer, Henry Ford—perhaps you've heard of him—would make a whale of an advertising man.

Julian Chase (MOTOR AGE Aug. 4), shows value of proper small tools to shop-owner and mechanic. Trouble with some men is they go through life with nothing but a hammer.

Three hundred Wright Whirlwind engines sold to the Navy. That boy Lindy is certainly some salesman.

Beautiful bodies feature Chandler line. Yeah! some more of this here now "six appeal" stuff we hear so much about.

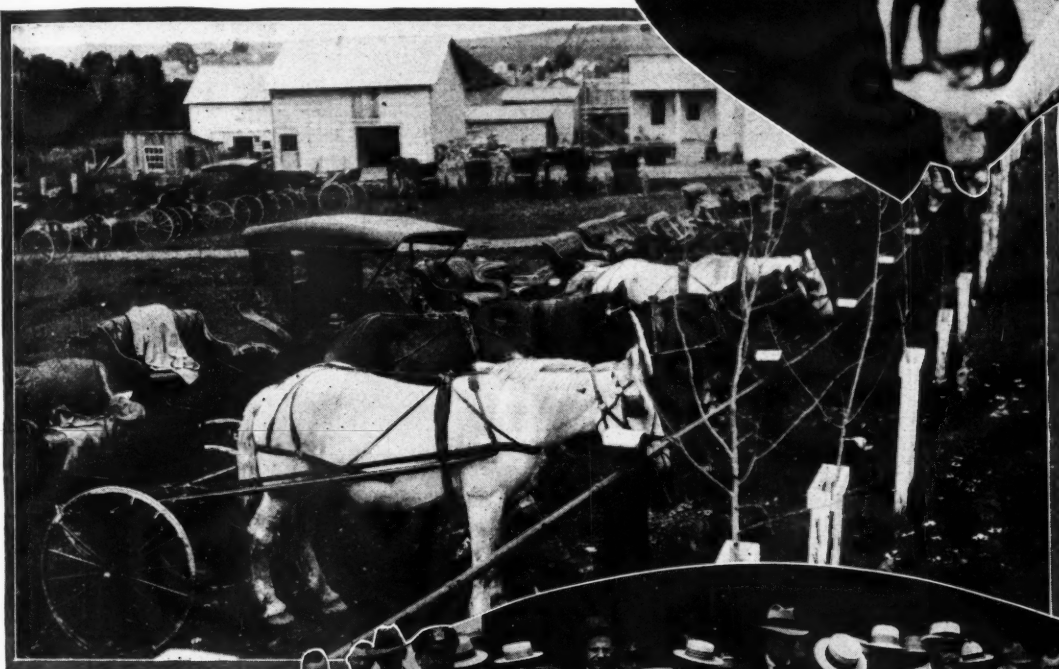
John Cleary Says—

- ¶ *If you're tempted to throw in an extra tire to clinch that sale, remember the unhappy ending of Wadsworth's romance.*
- ¶ *It was his fiancée's birthday. Wadsworth telephoned her he was sending her a rose for every year of her age. He gave his florist an order to deliver two dozen.*
- ¶ *"Wadsworth is a good customer," said the florist to himself, "so I'll send along an extra dozen." And he did.*
- ¶ *At her home that night, Wadsworth got the order—to get out and stay out.*

A MOTOR AGE Melange



A pair of record breakers. Babe Ruth's propensity in this direction is well known. But Michael J. Murray, past 80 and an active member of the Oldsmobile organization, makes his bid for fame because of having been a baseball fan for 60 years without ever having seen a big league game



Above—Praise be that there's no truth in the saying, "As Maine goes so goes the nation." From the equine scene it is evident that Thorndyke, Me., needs some automotive attention



A gasoline test of this Erskine Six was conducted by Keller Bros., Studebaker and Erskine dealer of Pasadena, Calif. The contest naturally attracted a great deal of attention and drew a gratifying response. The Erskine averaged 26.8 miles to a gallon

Virtually every paper in the country carried a picture of Cal during the last week and we won't be outdone. Cal said he did not choose to run and he's keeping his word; he's riding

Joe Thought Psychology



In disgust Joe gave up the study of psychology of salesmanship

"Well," said the perplexed Vic, "I knew a good salesman from Iowa named Si Kirby. But I don't know this Si Kology you're talking about."

JOE CUNNINGHAM was a Paige salesman. And a good one. But not as good as he thought he ought to be. Like many another good salesman, he was mercurial. Every time he got a new contract he was the happiest, cheeriest man you could find in a day's drive. But when he muffed one, he felt low enough to walk under a snake's abdominal investiture with a high hat.

He just couldn't figure out the cause for some of his failures.

Being a reader of the magazines, he studied the self-improvement advertisements. You know, those memory courses that teach you to identify Mr. Addison Sims years after you meet him casually in Seattle; the encyclopedias that make you the center of interest in every gathering; the will-strengthening processes that enable you to overcome all obstacles in your climb to success; the personality injections that cause irresistible magnetism to radiate from you, and the multitu-

dinous other cultural developments that fatten the old pay envelope.

Joe tried them all, but he continued to lose more

Was "a Lotta Hooey"

He Bit Off a Few Chunks of Theory and Gave Up. But What Happened Later is Every Salesman's Business

By John Cleary



sales than he figured he should. Joe was puzzled.

Then somebody told him about the psychology of salesmanship.

"That's what I need," said Joe.

He learned that the greater a salesman's knowledge of psychology, the better salesman he was. Joe reasoned that the converse ought to be true, namely, the better the salesman, the greater his knowledge of psychology. So, with that thought in mind, he went to a star salesman he knew, Vic Guinness by name.

"What can you tell me about psychology, Vic?" asked Joe.

"In the automobile business?" countered Vic.

"Sure," replied Joe.

"Well," said Vic, "I knew a good salesman from Iowa named Si Kirby. I think he's with Chrysler in Chicago now. But I don't know this other Si you're talking about."

Joe saw he would not get any help from that quarter, so he went on a still hunt for Jerry Doyle, who was making a big reputation for himself as a used car salesman.

"What can you tell me about psychology?" Joe asked Jerry.

"What do you want to know for?" asked Jerry, in turn.

"I thought it would help me to be a better salesman," answered Joe.

"It wouldn't help you a bit," explained Jerry. "Psychology teaches you all about the bones of the body."

At this rate Joe wasn't getting anywhere.

He went next to a college professor friend of his, Dean Swift. Answering Joe's question, the dean recommended that he read a book or two on the subject.

Joe got a book, "Principles of Personal Selling," by Harry R. Tosdal Ph.D., Professor of Marketing, Graduate School of Business Administration, Harvard University. He took a dive into the chapter, "Psychology of the Selling Process," and this is what he fetched up:—

"The selling process, designed to accomplish an economic purpose, rests in its essentials upon a series of psychological actions and reactions, because the objective of salesmanship can be obtained only after there has been an agreement, a meeting of the minds of buyer and seller. The problem of the salesman, then, is to bring the buyer to accept the valuation which has been placed upon the product or service offered by the seller."

All of which was explained to Joe in the footnote:—

"The psychology involved in the practice of salesmanship is a part of the psychology involved in the marginal utility theory of value advanced originally by the Austrian School of Economists. According to their theories, value as the cornerstone of the study of distribution is predicated upon the subjective valuation on

Joe Cunningham
Went Into a
Selling Slump
and Decided There
Was Something
Wrong With
His Method.
He Eliminated the
Possibility
of a Deep-Seated
Organic Disorder
Because
He Continued to
Hold
His Friends.
Then
Someone
Mentioned
the Psychology
of Salesmanship
and Joe
Grabbed for the
Straw.
He Held on
for a Bevy of
Headaches
From as Many
Textbooks.
Finally He Fed
the Volumes
to an Incinerator
and Concluded
That
if in His Sales-
manship He
Was Off on the
Wrong Foot
He Was on it for
Keeps.
And then—
Well,
Read the story.

JOE THOUGHT PSYCHOLOGY WAS HOOEY

the part of buyers and sellers and a necessity for an adjustment of those valuations before an exchange can take place. It is true that, as it is presented in economic science in a cold, impersonal way"

That was as far as Joe got with the explanatory footnote.

"It may mean something to the fellow who wrote it," sighed Joe, "but it's just a lotta hooey to me."

He made forays into several other books on psychology, but, being an honest salesman, he admitted to himself that he didn't know what it was all about.

"I give up," he said finally. "I'll just have to worry along as best I can without any knowledge of psychology."

He started selling cars again.

One of his customers of the next few days later told of the sale.

"I'll not soon forget how I came to buy my Paige," he said. "I stopped in front of the Paige salesrooms one day and was looking in the window. A salesman came out and said, 'Won't you come in and see the car?' I answered that I wasn't interested (I was, though slightly). He rejoined, 'But whether you are interested or not in buying a Paige, come in and see it.'"

"I did go in then. While showing me the car the salesman, in a pleasant manner, learned my name. He introduced me to the manager and others in the salesrooms.

"After he was through explaining the car to me, I said, 'I have to go now. I have a call to make.' In an instant the salesman took advantage of the opportunity opened by this remark of mine—made as a means of getting away from him—and said, 'Let me drive you to this appointment.'"

"I tried to fidget out of this offer and said, 'Why no, I couldn't let you do that. I have a car of my own outside and it runs well.' The salesman came back at me with, 'Surely, but I want a breath of fresh air.

I want to get out for a bit. I'll take you there as an excuse.'"

"We started. My destination was Parkrose. The salesman drove. Part way out he said, 'Try it. See how easily it is handled.' I took the wheel.

"When I arrived at the store the next morning the salesman was waiting for me. When I had an opportunity to speak with him he asked, 'How much do you want on your used car?' I replied that I didn't wish to buy a Paige, that it cost more money than I wished to spend for a car. I raised other objections. We chatted pleasantly and soon the salesman left.

"The next morning he was again waiting for me at the store. He asked what I was doing the next day, Sunday. I told him that I usually took an afternoon drive. He urged me to permit him to turn a Paige over to me for Sunday afternoon's drive. I told him that I wouldn't care to be obligated to him in that manner. After a few moments more of conversation he left.

"I had told him that I usually started for my Sunday afternoon drive about one o'clock. A little before that time he had a Paige at my door. We accepted the car and I drove it out to Gresham and pretty well around the outskirts of the city. My wife and I liked the car.

"The next morning the salesman was again at the store when I arrived. He asked me to own a Paige. There was no necessity of hemming or hawing about it. Quickly we got together and I took him upstairs and gave him a check.

"That man was a salesman.

"I never met a man who had a clearer knowledge of the psychology of salesmanship than he had."

The moral of this tale is that you can practice the psychology of salesmanship without knowing any of the words. Joe Cunningham is a practitioner of psychology and he does not have an inkling of the theory of psychology. He just knows human nature—and, when you come right down to it, that's all psychology is—a knowledge of human nature.

Sport Type Bodies Are Pierce-Arrow Additions

TWO SPORT type bodies—a five-passenger sport sedan landau and a convertible coupe—have been added to the Series 80 line of the Pierce-Arrow Motor Car Co.

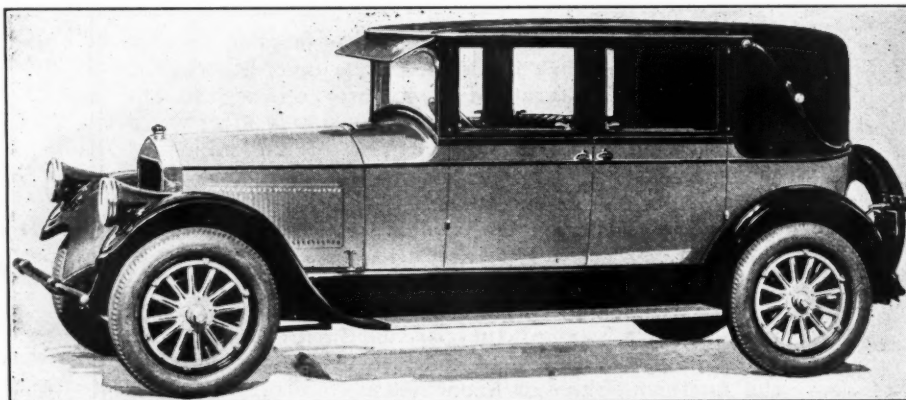
The landau, listing at \$3,025 f.o.b. Buffalo, has a low, rakish landau back of leather which blends closely with the lines of the body. Victoria braces add just the right touch. The interior is finished in broadcloth and the appointments include vanity and smoking cases, silk toggle grips, silk roller curtains, etc. It is offered in a practically

unlimited choice of colors and color combinations.

The convertible coupe, priced at \$3,350 f.o.b. Detroit, can be changed at a moment's notice from an inclosed car to a swagger open runabout. The body is constructed of thick aluminum plates over a framework of northern white ash. Garnish moldings are of genuine black walnut, highly finished.

Both the new body styles are mounted on the Series 80 chassis and powered with the six-cylinder Pierce-Arrow engine.

Mechanical features include air-cooled, four-wheel brakes.



This new Series 80 sport sedan landau lists at \$3,025

A \$100,000 Idea and

Manhattan Service, Inc.,
of Kansas City, Mo.



Worth Every Cent of It

*Manhattan Service of Kansas City Built Itself Around a
Filling Station and Proved Its Idea Sound*

HAVING "big ideas" and making the ideas pay dividends are two stories, but in Kansas City, Mo., the Manhattan Service, Inc., had a \$100,000 idea—an idea that took \$100,000 to "put it over"—and that idea now is paying a handsome profit on the investment.

The idea was that motor car owners like to trade where attractiveness and convenience are combined—where they can obtain virtually every motor car service at one stop.

The first move in putting over this idea was the leasing of a tract of land at 2930 McGee Street Trafficway. The location is at a street intersection and is on one of the main traffic arteries of the city, leading into the city's largest residential section. It also is on the Missouri-U. S. Highway No. 40, the highway most used by tourists passing through Kansas City.

A filling station already was on the site and the company called in an architect and a landscape gardener to lay out the buildings and grounds around the station. An attractive brick building was erected at the extreme north end of the tract and arranged back of this building and the filling station are several buildings that house the various departments of the business. The main building is used as an office and display room for tires and accessories with the back part being equipped with the most modern tire repair equipment with room also for the storing of a large stock of tires and accessories.

One of the buildings in the rear, houses the lubrication department, which is equipped with two rotary lifts and other modern lubrication equipment. Another building is devoted to a car laundry department. This department has two Champion washers and a "motor shower bath." Still another building is used for the battery and electrical department.

The grounds around the buildings and station have been laid out to give them a most pleasing appearance. There is a plot of grass, kept green and well mowed, bordered by beds of bright colored flowers. A beautiful maple tree on the ground also adds to the appearance of things and provides a shady spot for a large lawn swing, covered with a canopy of bright colored awning. The "service while you wait" loses all its tiresome details at the station with its lawn swing and large easy chairs in the office.

The company is owned by Jacob Lowenstein, Louis Lowenstein and Oscar Rose. Mr. Rose is the manager.

"We are finding that the motor car owners enjoy our 'one stop' service," Mr. Rose said. "Not only are we building up a large business with regular customers—customers that come to our station for all their motor needs except motor repair work—but an ever increasing number of transients are being attracted by the appearance of our station."

"Recently a motor car loaded with members from a
(Turn to page 32, please)

The Ideal

The ideal sales manager is nothing short of a magician

THERE is such a thing as a perfect sales manager, but I'll just tell you about a good one.

A good sales manager is a better salesman than any man he employs.

A good sales manager never makes a mistake about the financial responsibility of a prospect.

A good sales manager never allows his used car stock to get too low.

A good sales manager never allows his used car stock to become ill assorted.

A good sales manager never has a salesman dissatisfied over commissions.

A good sales manager can show volunteer salesmen that they do not deserve commissions.

A good sales manager always assigns prospects to salesmen who can close them, but never favors one salesman above another in distributing prospects.

A good sales manager can always give a good job and a high class demonstrator to the bank president's son.

A good sales manager can keep a flock of demonstrators running all the time, furnish cars for all conventions meeting in the city, and yet never sell a car that shows signs of use.

A good sales manager has time to hold a sales meeting every morning, supervise the conditioning of used cars, read all factory correspondence, keep himself informed on all news in the automobile world and locally, help the bookkeeper collect all bad notes, argue the parts

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Sales Manager

He Is a Man of Extraordinary Virtues. Mistakes Are Not for Him to Make, and There is None That He Can Not Correct to the Utter Satisfaction of All. He is Really Good Presidential Timber for Either Major Party

man into buying proper accessories, beg the boss into a liberal advertising allowance, scare the car washer into cleaning up demonstrators properly, pass on all new car sales, appraise all used cars, close all sales, and spend eight to ten hours per day selling cars himself.

A good sales manager may have one wide-awake salesman and five sleep-walkers yet will never show favoritism.

A good sales manager never loses his temper with customers.

A good sales manager never loses his temper with the boss.

A good sales manager never loses his temper with the service manager.

A good sales manager never loses his temper with the parts man.

A good sales manager never loses his temper with the sales force.

A good sales manager joins all civic, political, social and fraternal organizations regardless of cost.

A good sales manager is as popular with the minister's alliance as with the bootleggers-out-on-bond club.

A good sales manager finds time to be a leader in everything, but never neglects his business.

A good sales manager can always soothe the feelings of a customer who feels he has been insulted by a mechanic or parts man.

A good sales manager can sell the models the factory is long on instead of the models the public really wants.

A good sales manager always judges in advance the demands of the public and stocks cars to meet said demands exactly.

A good sales manager never disagrees with a prospect of a customer, yet always tells the absolute truth.

A good sales manager can always take the progressive side in civic affairs without offending the mossbacks.

A good sales manager can eliminate all desire on the part of the salesmen to give their customers presents at the expense of the company.

A good sales manager can pang every accessory the parts man buys on a car and sell it at a lower price than the competing line of cars—without sacrificing profit.

A good sales manager can give away enough to secure the good-will of every man, woman and child in the

THIS is, as the Washington newspaper correspondents are pleased to say, a story received from an authoritative source. Said source is a sales manager who knows exactly what is expected of the ideal of his kind. He tabulates every requisite and the only reason why he does not enumerate any faults is because in the ideal sales manager faults are as scarce as clam bakes among vegetarians.

You'll enjoy reading it. There's a kick in every paragraph.

community, yet never spend over \$10 per week in advertising.

A good sales manager enjoys spending weeks planning a big event only to have the boss cut it half in two, and the force fails to put the remainder over.

A good sales manager can always maintain a well-balanced stock of cars, regardless of delayed shipments and unexpected spurts in buying.

A good sales manager can make the boss understand that Tom Jones bought a

Comet Six because the Comet trading allowance enabled the Comet dealer to outbid him \$125 on Jones' old car.

A good sales manager can take the out-of-date accessories the parts man bought at give-away prices and make a car look better than the latest thing out.

A good sales manager can hold the close friendship of all competing firms.

A good sales manager can invent a new stunt each week that will keep the car he represents before the public, but will not cost much.

A good sales manager can make the men in other departments see that the sales department is the real money-maker of the business—and thereby secure their cooperation in making sales.

A good sales manager can take a northern big-city rushing sales campaign and put it over in a southern city in mid-summer with a sales force afflicted with hook-worm.

A good sales manager is always at the office to meet callers, always in a position to go out and close sales, and yet works more prospects than any of his salesmen.

A good sales manager is perfectly cheerful over paying a salesman commission on a sale when he has himself secured the prospect, forced the salesman to make every call, closed the sale and made the delivery.

A good sales manager can instantly explain any trouble a customer may have had so that neither the customer nor the car is at fault.

A good sales manager can keep any sales force at the highest pitch of enthusiasm all the time.

A good sales manager can have his cars prominent in all parades and conventions, yet never display a car that appears to have been used.

A good sales manager grants every man on his force a vacation—assuming their duties while they are gone—but is never absent for more than a day or two

THE IDEAL SALES MANAGER

himself.

A good sales manager can always be depended on to meet and refute any argument advanced by a prospect or competitor.

A good sales manager not only learns all details of competing cars but also has his salesmen learn them.

A good sales manager wins every competition the factory puts on.

A good sales manager always has an entirely new car ready for the boss' wife to make her bridge parties in.

A good sales manager always outsells all competing lines in the same territory.

A good sales manager doesn't mind the boss interfering with his sales force.

A good sales manager takes the blame for all slumps in sales.

A good sales manager gives his salesmen credit for all increases in sales.

A good sales manager takes the blame if any man sold on time payment plan fails on a monthly payment.

A good sales manager can pacify any customer whose car does not give complete satisfaction, regardless of how it is treated.

A good sales manager must keep the satisfied customers talking about how well pleased they are.

A good sales manager can keep dissatisfied customers from talking about how dissatisfied they are.

A good sales manager never lets a man who has bought one car from his company buy another make of car.

A good sales manager is able to sell fleets of cars to jobbers whom the buyer of his company will not patronize.

A good sales manager is able to educate his sales force against their wills.

A good sales manager can eclipse any advertising stunt pulled by a competitor.

A good sales manager must be willing to work sixteen hours per day to secure an average of four hours per day of work from his salesmen.

A good sales manager must attend every sales conference at the factory, without allowing his work to be neglected.

A good sales manager uses without the slightest variation any factory sales program.

A good sales manager is able to take a sales program that has worked elsewhere, cut out the expensive parts, and produce the same results in his community.

A good sales manager makes as high a percentage of profit on used cars as on new cars.

THESE ARE THE QUALIFICATIONS OF A GOOD SALES MANAGER—THERE IS SUCH A THING AS THE PERFECT SALES MANAGER—TRY AND GET HIM.

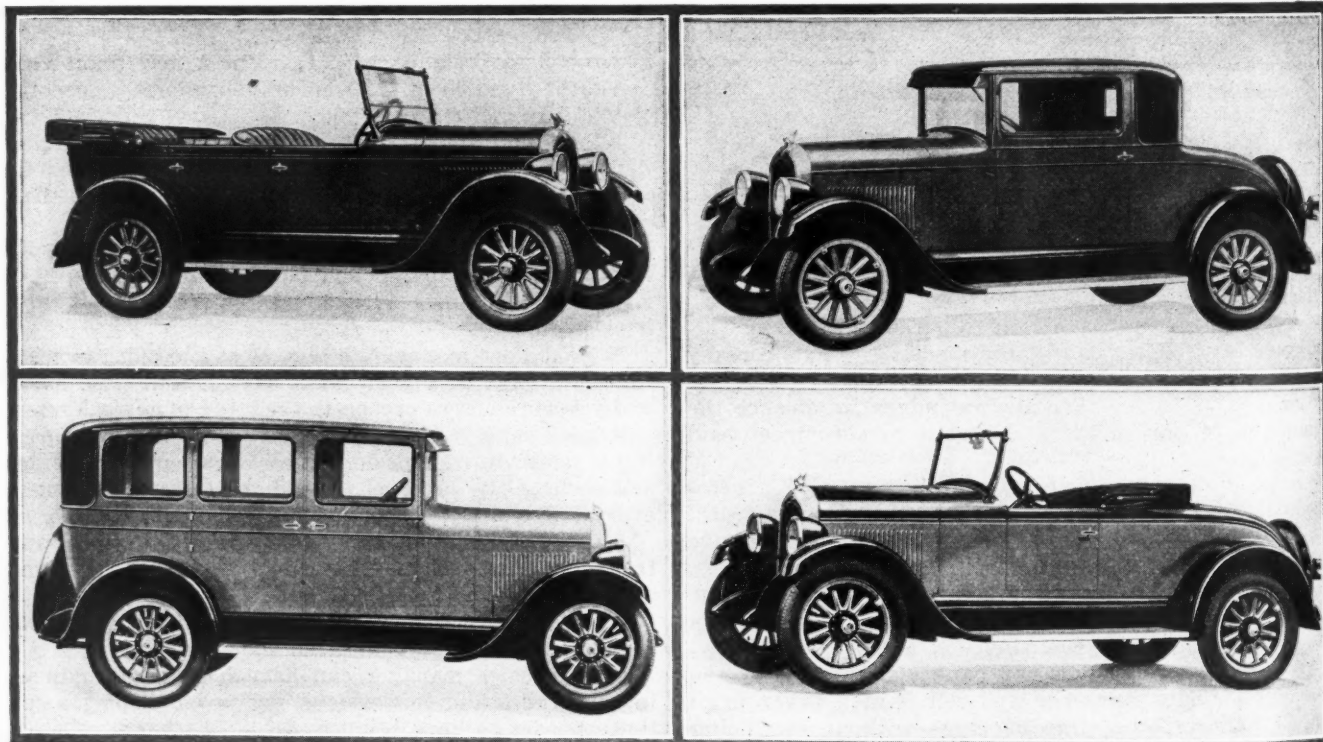
A \$100,000 Idea and Worth Every Cent of It

(Continued from page 29)

theatrical troupe, passing through Kansas City, stopped at our station saying, 'We liked the looks of your place.' I discovered several old friends in the party—but it was not friendship that brought their business to our

station—it was the appearance."

The company conducts an extensive campaign with direct mail advertising supplementing newspaper advertising. Every regular customer of the station twice each month receives a letter or postal card calling attention to some service rendered in the past or some special bargain being offered.



These are new Chrysler 52 models. The touring lists at \$750, the coupe at \$725, the four-door sedan at \$795, and the roadster (with rumble seat), at \$725



Adventure

Do You Seek It in Your Business?

By J. M. James

WHERE will I find adventure in my business?" you ask. Adventure is all about you, in the office, in the shop, out where the service car has sped on a hurried call, but you can't leave the office. Ah! that's just it! Let the spirit of Adventure rule for the nonce, get aboard the craft and find on the highway new adventures in the manner the crew pick up a car that has somersaulted into a ditch, perhaps there you will find a better way to do the job, or learn the boys are real experts, and that's the reason your Service Crew obtain first call from those in distress. We know of an instance where a dealer was drafted into labor on a holiday when the most of the shop force had departed for home, a call came for the wrecking crew. He got in harness and his appearance at the scene of the mishap was the welding point for the sale of a car, and a nice bill of accessories.

Out at the pump where "Johnny Tourist" stops with his adventuring companions, he has halted for fuel pre-

WHAT new adventures have you had in your business recently? It is not meant what new risks did you take, but what new enjoyment did you find or seek in the every-day endeavors? To have the privilege of labor is in itself an adventure, but the same occupational duties day after day tend to mold one into a methodical moke. New adventures in business will energize, and resultant stimulus will beach old fallacies and create new conceptions which will unfailingly bring results unthought of perhaps but, in all, desired.

paratory to making the night camp at Sqeehackenslack, 89 miles hence on the belted trail. Have a little spree of friendly chatter to blow away the gray clouds in the business sky, and it is not unlikely you will sell him a new tire, a camp stove, a can of oil. Your observing eye linked with your selling sense is naturally active, and that's adventure.

Adventure is abundant in the field of selling; the lures are enticing. Have an adventure with the salesmen who call on you with their wares, listen to them, frisk them for

new ideas. New experiments are being tried in their territories, learn of them, the product they carry may save you many dollars in your business, your new spirit will imbue him with optimistic outlook and send him merrily on his way. If he is a croaker, and a whiner, hit him with a mallet and dump his carcass in the back lot.

Take a morning ramble in search of adventure where sales are garnered, out in the open city. Don

(Turn to page 42, please)

A Ringing Success!

Father and Son Enact a Florida Romance That Might Be Titled "From Tires to Tiaras"

By Joseph Faus

YOU'VE heard of the old ones about "From Rags to Riches," "From Log Cabin to White House," and so forth, but did you ever hear that one about "From Jacks to 'Jack'," or "The Rise From Tires to Tiaras?" No? Well, here it is.

Myrnice L. Bell, aged 21, just honorably discharged from Uncle Sam's army, came back to his old home town, Miami, Florida, to find everything changed except the pens in the post-office and a dollar bill a Scotsman had. New boys had the old jobs and old girls had the new jobs. This was, in 1919, a familiar situation all over the land of the golf tee and the home of the marcel wave.

Myrnice sat disconsolately down and watched the rest of the world go buy movies, dances and cigars while he

Beethoven, gas was joy-water and a tire no trouble.

You have it! And they soon had it. An automobile tire agency, of course. Mark the date—it was March, 1919.

The two Bells bought into a small concern

*The Bells of Miami—
Father and Son
Wooded Fortune
With Five Tunes
That Blend
Harmoniously.
And the Tunes Are
as Old as
"Annie Laurie"
and,
in Their Way,
Just as Lovely.
You Know Them
as You Know Your
Favorite
Drinking Dirge.
They are:
Service, Courtesy,
Cooperation,
Advertising
and
Good Products.*



didn't have a job, *per se* pelf, to do the same. He was rarin' to go, but he had no place to go.

His father, F. W. Bell, twenty years or so his senior, sympathetically observed. He sat on an idea and finally it hatched.

His boy had, before the war, successfully built up two businesses in Miami, a wholesale coffee house and a towel-and-linen supply company. His head had been in them, but not exactly his heart; and he sold them as an excuse to enlist and help fight the battle of Paris. And, the father now remembered, all his life Myrnice had loved to tinker around automobiles; in fact, he preferred them to girls. A motor to him played

that had as a business site a leased building about 25 by 75 ft. Two other men owners of the balance of the corporation's stock, also worked in the place. The four proceeded to share grease, jacks, perspiration, soap, bad bills, troubles and profits. Mrs. Bell could afford a dollar roast Sundays and occasionally they took in a show. All the firm felt like bloated plutocrats if they had \$2,000 worth of tires and tubes in stock.

But, within a year the father and son acquired another idea, viz.: "Whole hog or none." They held various and Sunday—their day off—consultations; they told each other they had ideas, they had, that would go like a fat gent falling downstairs if only, if only, if

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M. L.

- The Bells!



Right—F. W. Bell,
the father
Left—M. L. Bell,
the son

The modernly appointed home and service station of the Columbia Tire Co., of Miami, Fla.

only they could put them in operation. Well, let's! How? Buy out our partners! How, wherefore and what with? Aye, there was the rub, as the masseurs say; they had very little money, so naturally they felt like a housewife with a wall of China before her to wash.

But the lure of a little lucre did persuade the two other partners that there might be a method to their badness in quitting; and they took Messrs. Bell's note for the balance and said a sad adieu.

Now, whether or not you're an athlete, let's jump seven years—to February, 1927.

The Columbia Tire Co. of Miami, Florida, F. W. and M. L. Bell, sole owners, is receiving considerable atten-



tion from the public press; the public press eagerly forward to inspect the firm's magnificent new building, in which they now function. Some exclaim eloquently, "Ain't it beautiful!"—others ejaculate enthusiastically, "Isn't it beautiful!"—while still others articulate beatifically, "Aren't it beautiful!"—but they all unite on the beautiful. Neither do they neglect praising the utilitarian aspects of the place. The various attendants courteously tell gentle old ladies what this engine will do, what this machine will do, what this motor will do; and the old ladies go out and confide to other old ladies, "Isn't it perfectly wonderful what machinery will do!" And it really is, at that.

Business contemporaries (further to narrate of this red-letter day in Miami's motordom) graciously congratulate the Bells on ringing the bell. The newspapers get out special supplements. Even austere bankers smile. And well all might celebrate, for now the city of Miami has a tire company that does more business than any other in the state of Florida, and probably the entire South; while in physical size and equipment it is paralleled in the South.

Harvey S. Firestone, maker of the tires of that name and which the Miami concern handles, said when looking over this splendid plant: "I have tire agencies in every town of 5000 population and over in the United States, but I must say this is one of the most attractive, palatial and modern-equipped of them all."

The new combined service, salesrooms and warehouse of this company represents an expenditure of \$150,000. The building, fronting on an advantageous corner, is four stories high and constructed of concrete. It contains a total area of over 40,000 sq. ft. Its street, or service floor, is 50 by 150 ft., quite a comfortable

A R I N G I N G S U C C E S S ! T H E B E L L S !

space for gas-hungry and tire-starved cars. On this same floor is a specially designed resting parlor for ladies, in which are installed chairs, lounges, mirrors, tables, magazines, and so forth. The building throughout is scientifically arranged so that a mechanic anywhere is provided with the maximum of light to work by.

Handsome offices for the various department heads and officials are on the second floor. Here also rooms have been provided in which soon will be installed the firm's printing plant. The Columbia Tire Co. incidentally, is the only plant south of Atlanta that is fully equipped to handle heavy duty truck tire repairs; and this modern machinery is on the third floor. The battery recharging station is also on this floor. On the next, and highest, floor is operated the tire repair shop, designed to take care of the concern's own fleet of cars and trucks, which, including those used by the service road men and salesmen, number 24. Part of the fourth floor is also utilized for the storage of rims, batteries and solid tires. The storage for the pneumatics is on the third floor; here over 25 carloads of tires can be stored. An elevator of 6000 lb. capacity operates in the building. The entire structure is furnished with an elaborate sprinkler system which supplements the fireproof construction as an element of safety. A great electric sign, 30 ft. high and 40 ft. wide, at the top of the building flashes at night the firm's name for a radius of many blocks.

The present personnel of the Columbia Tire Co. is 56—a far cry, and a happy one, from the old four. Some years ago, when the father-and-son partners broadened out in the first location to a station twice the size, they took on the wholesale, as well as a retail, agency for that territory for the Firestone line; and now also there are seven salesmen covering the 300-mile stretch between Cocoa on the north, and Key West, on the south.

The senior Mr. Bell obligingly told me to what causes he attributes the sterling rise of his and his son's business.

There was, first, Service: Years ago Mr. Bell literally cringed inside whenever he espied a car limping up to their first station flop-flopping a flat casing. Why, he thought, should a motorist ruin an inner tube and maybe a casing or rim, too, to get to a repair station? Why not Mahomet go to the mountain? So they inaugurated what they term "Rightnow Service," and right gratis, too. Theirs was the first free road service extended automobilists in Miami and environs. And, in the shop,

all the employees were instructed to give immediate and efficient attention to customers—rich and poor, high-hat and low-brow alike. And their employees, incidentally, have been taught their various trades, vulcanizing, battery-recharging, tire-changing, and so forth, by competent instructors sent especially from the Firestone Service headquarters in Akron. Moreover, Mr. Bell stressed, all their equipment was and is always of the best and most efficient make in its line of the period. The company spared no expense, he declared, to give the maximum of service and work for the minimum of time and money. Also, in line with the prompt service policy, their firm is the first in the territory to advertise to trade the various fluctuations in tire and tube prices. If a man brings a battery in in the morning, by late afternoon he can get it back, recharged. And, to quote Poe, the Bells aren't just "those evening bells, those evening bells"; they stay open for business 24 hours a day.

Second, Courtesy: All the employees foster the idea that the little chap buying a 35-cent box of patches may be a big guy in disguise, who some day may invest in a carload of tires; and they act accordingly, very polite.

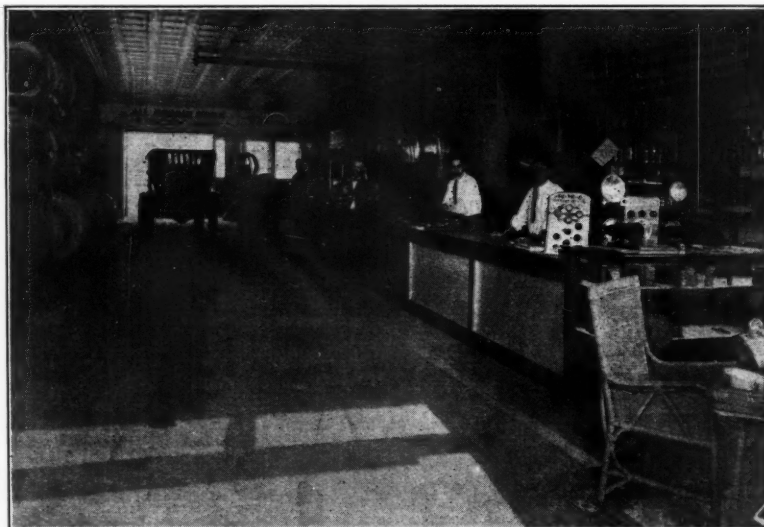
Their "Thank you; come again" isn't mere parrot talk, but uttered with sincere cordiality. The Colonel's Lady and Judy O'Grady are both potential big customers to them, and they are treated alike with fine courtesy.

Third, Cooperation: Mr. Bell, as Kipling phrases it, believes that "It's the blooming cooperation of every bloody soul that helps to win the day." And, acting on that theory, he gives cash bonuses to old employees, and urges old and new to invest in

shares of stock in the company; and they do. Result: the realization on the part of the tire changer or the gas seller that he isn't just a mere cog in a big machine, but, mind you, one of the owners. Perforce, humanly enough, his work peps up, he enjoys it, and, the chances are, he does it better. That's the kind of teamwork that put Bell and company in the front in their local field.

Fourth, Advertising: Systematic and regular advertising pulls like a mustard plaster, according to the elder Mr. Bell. Despite the fact that he and his diligent son have built up a huge volume of trade, he thinks that if he discontinued advertising their descent would be as certain as the franc. He says it isn't the woman that pays and pays and pays; it's the advertising that pays and pays.

(Turn to page 40, please)



Contrast this with the new building and you'll have an idea of the Columbia Tire Co.'s growth. This is an interior view of the store occupied by the firm in the second year of its life



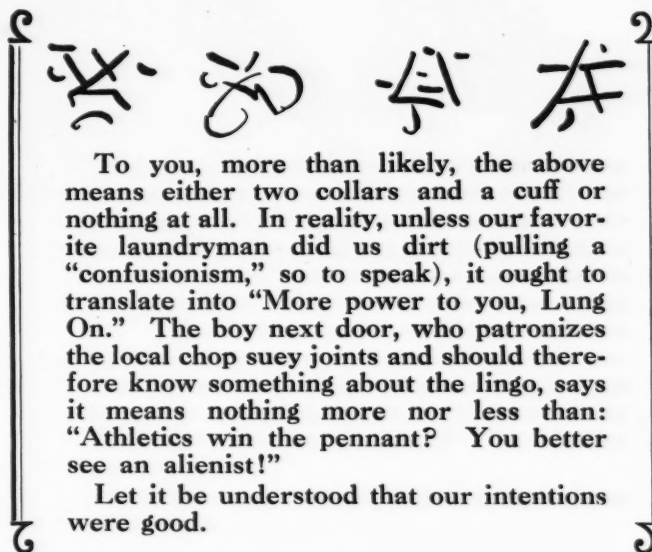
Lung On

Washee? Bah!

Lung On is a Real Car Dealer

*Presumably the Sole Chinese Automotive
Merchant in This Country, He Does
a Good Job of Selling in
John Day, Ore.*

By F. K. Haskell



To you, more than likely, the above means either two collars and a cuff or nothing at all. In reality, unless our favorite laundryman did us dirt (pulling a "confusionism," so to speak), it ought to translate into "More power to you, Lung On." The boy next door, who patronizes the local chop suey joints and should therefore know something about the lingo, says it means nothing more nor less than: "Athletics win the pennant? You better see an alienist!"

Let it be understood that our intentions were good.

TO Lung On, of John Day, Oregon, goes the distinction, perhaps, of being the only Chinese automotive merchant in America.

Moreover, Lung On, who is the Oldsmobile dealer at John Day and conducts the Tourist Garage in partnership with C. L. Dickey, has another reason for being enrolled in the book of fame—he is not only an automobile dealer, but he is a good one, and when the sparsely settled region in which he carries on his business is considered, he has made a record eclipsing that of many Caucasian dealers. During 1926, for instance, he sold more than 100 new and used cars.

In the John Day region this man of Mongol ancestry, who was born in California 62 years ago, but has spent the greater part of his life in Oregon, has come to be accepted as a citizen in the ordinary sense because of his long residence; the fact of his being an Oldsmobile dealer no longer excites even a passing thought.

Nevertheless, in that district he receives "honorable mention" from still another angle. He is regarded as a philanthropist, a man of liberal tendency and charitable instinct. The names of those whom he has assisted in times of financial distress are said to be legion.

Lung On has been a resident of Grant county for a little more than 38 years and established the Tourist Garage in 1921. Two years later he secured the Oldsmobile franchise for Grant county from the Oldsmobile Co. of Portland, Oregon, the state distributing organization and of which Mr. Cohen is president. In 1925 his automotive business had grown to such proportions that he added a second mechanic and became also the Chevrolet dealer in his district. His mechanics are men trained in repairing the two General Motors lines which

(Turn to page 44, please)

The Used Car Help or

*The Manley Auto Co. of Port
Only Trouble and*

By Mandus



Karl Burkhardt, secretary and general manager of the Manley Auto Co., of Portland, Ore.

AN automobile distributor must first solve a problem in his own plant before he can hope to be of any assistance to his dealers in ironing out the wrinkles that are common to automobile merchandising.

The Manley Auto Company, Burnside and Eleventh, Portland, Ore., has increased the sale of Chandler cars in its territory, which includes Oregon and southern Washington, 273 per cent during the last 12 months; also it has a strangle hold on the used car problem to an extent that shows a monthly book-profit on trade-ins. This is evidence enough that this firm is doing a particularly good job of selling both new and used cars, and the 20 odd sub-dealers have more than one reason to accept the distributor's invitation to come to Portland to see how it is done.

"We've got the used care problem licked," declared Karl Burkhardt, secretary and general manager of the



firm, "but that was not always the case. A year ago we dropped \$27,000 in the used car department, but we reversed our policy and turned losses into a nominal profit."

Mr. Burkhardt opened his books and showed a profit of \$141.16 on the sale of 31 used cars during the month of June. Previous months averaged about the same.

"This, of course, is not a real profit," he explained, "for we have not taken into account interest on investment in the used car department, which amounts to about \$35,000. But all other operating and fixed expenses must be borne proportionately by the used car

Guarantee — — *Is it a* Hindrance *to* Profit?

*land, Ore., Found It Produced
Switched. Result? Profit!*

E. Bridston



BY reversing its used car policy and adopting an intensive follow-up system, supervised by a "Follow-up Sales Manager," the Manley Auto Co., Portland, Ore., has licked the used car problem and increased the sale of Chandler cars in its territory 273 per cent in 12 months.

It looks like the hard-hitting sales policies of this firm will smash through for new laurels during the coming year.

vented a fast movement and quick sale, and the trade-ins were constantly filling our warehouse. Many automobile merchants still follow this practice, but so far as we are concerned, it was a failure.

"Now we take in only the best grade of used cars, that require merely a 'doll-up' to make them salable, and sell them 'as is,' without a guarantee and without promises. One of the remarkable results of this policy is that after delivery, free service on used cars has been reduced 73 per cent. When a customer buys a guaranteed used car, he is always looking for adjustments and come-backs, whether justified or not, but without such a guarantee he is not so prone to impose upon the dealer."

Mr. Burkhart's used car record revealed some interesting facts. With the previous policy of a complete overhaul the following figures are representative of conditions:

Cost of repair	Loss on sale
\$133.00	\$ 35.00
123.00	101.00
382.00	297.00

With the new policy of merely a "doll-up," the following figures show a new trend toward profitable merchandising:

Cost of repair	Profit on sale
\$ 9.21	\$ 40.00
8.75	55.00
1.56	142.00
96.00	36.00
32.00	27.00
155.00	14.00
54.00	11.00
3.75	21.00
no	25.00
no	35.00
66.00	18.00

department before a net profit is figured, and this showing, at least, relieves us of actual cash losses.

"Prior to a year ago we went in for the complete reconditioning of trade-ins, and sold them on a guarantee basis, which was touted throughout the country as a panacea for the used car problem. We put good money, and plenty of it, into the used cars, which were virtually rebuilt cars when they came out of our shops. But we found we couldn't compete with the factory in building automobiles and couldn't get prices from the public sufficient to get back our money. Besides, the high prices we were forced to ask for our rebuilt cars pre-

GUARANTEE—HELP OR HINDRANCE?

Cost of repair	Profit on sale
\$ 37.50	\$ 26.00
45.00	154.00

Even with the new policy in force, these figures indicate that the less money put into the reconditioning of a used car, the greater the profit.

"We find that it is not particularly hard to sell a used car that has been merely 'dolled-up,'" Mr. Burkhart explained. "The customer argues that if a car runs smoothly without a complete overhaul job, it must have been given good care by the former owner, and hence are even less suspicious of it than they would be of a car that has gone through the shop."

Burkhart keeps a daily profit and loss sheet of his used car department, so that he may closely watch developments. This sheet includes take-in price of each car, cost of repairs, sale price and profit or loss.

This firm takes the used car department's appraisal as final, so that this department may have no alibi that the new car sales department is boosting trade-in allowances. If, occasionally, a new car deal may be worth a larger allowance, any loss in that particular instance is charged to the new car department.

It might seem that this rigid used car policy that demands only good merchandise taken in at a price that will allow at least an even break on the ledger sheet, places a heavy sales burden on the new car department. That may be true, but it is also true that new car sales have outstripped all previous records since the new policy was adopted, perhaps in spite of it.

"A very prominent aspect of our new car sales is our follow-up system," reports Mr. Burkhart. "It is a process of weeding out 'dead ones' and concentrating all our ammunition on the live prospects."

This firm does not rely on one salesman alone to close a live prospect. A prospect may be a potential buyer, but may not get along very well with the salesman in charge of the deal—a friction of personalities, perhaps.

For this reason, the Manley Auto Co. has a "Follow-up Sales Manager," whose major duty it is to contact every prospect personally, either with or without the salesman. He determines whether or not the prospect is worth intensive attention, and if proper tactics are being pursued by the salesman. Sometimes a good prospect needs a different type of salesman, or perchance

there has been a clash of personality and inadvertent treading on the customer's peculiarities. Instead of letting this salesman blunder along as best he may, the follow-up sales manager tactfully introduces a fresh note and a new salesman, more suited to the occasion.

Another reason for injecting the follow-up manager into the interview, Mr. Burkhart explained, is to insure an accurate analysis of the deal so far as price class is concerned.

"We believe a customer should be sold the highest priced car possible, compatible with his means," he declared. "If he is sold a cheaper car, and a friend or neighbor gets a higher priced car, there invariably is a slight dissatisfaction. Some salesmen are too prone to choose the path of least resistance and sell a cheaper car, not thinking greatly of the future. Our follow-up system avoids this."

The follow-up manager also supervises the mail promotion work. He weeds out those on the list who are not in the immediate market for a car. The list used is thus highly concentrated and consequently greater effort and a more personal note can be injected into the letters and other mail pieces.

Without exception, personal letters are the rule. Each salesman dictates his own letters to his own prospects, and these are edited by the sales manager before being sent out.

The salesmen take turns at presiding at the weekly sales meetings, and this promotes initiative in each man in thinking out new and constructive ideas to present to his colleagues that will help them sell more cars. The men in the shop and service floor are allowed commissions on cars sold by them, and considerable business comes from this source. There is a standing offer of \$5 to any Manley employe who turns in a prospect, and recently one of the stenographers got a \$25 bonus in one month for her interest in this direction. This firm also offers a bonus of \$5 for each new idea that will better promote the work in any department.

Results talk, and so from present performances, it looks like the hard-hitting sales policies of the Manley Auto Co. will smash through for new laurels during the coming year, and be a worth-while guide to its dealers in repeating the achievements of the parent organization.

Auburn Adds Cabriolet Body Model to its Line

THE Auburn Automobile Co. has added a cabriolet, or convertible coupe, body model to each of its three series. The new model is designed to accommodate two or three persons, but with the aid of the rumble seat, two or three extra passengers may be conveniently carried. The rumble seat is full-cushioned.

The car may be converted from an open to a closed model in 23 seconds. A large door in the side opens into a generous luggage compartment.

The 6-66 cabriolet will be finished in standard mole-skin and Russian brown combination; the 8-77 in a two-tone combination of Rolls-Royce and bambilena blue, and the 8-88 will come in fawn and beaver brown, with fenders lacquered to match the body.

The prices will be as follows: 6-66, \$1,295; 8-77, \$1,595, and 8-88, \$2,095, all f.o.b. factory.

A Ringing Success! The Bells!

(Continued from page 36)

Fifth, Good Products: They're sold on them before they sell others.

Teamwork! Understanding! Sympathy! When the boy had a new scheme—as to buying another service car, taking on another brand of gas, and so forth—and impetuously wanted to put it into effect immediately, the father sagely counseled calm deliberation; and sometimes the son found out that after all his corking idea, like a fried egg, didn't look so corking when cold. Then frequently the father had a notion that one of his plans would be excellent, but the son candidly tabooed it as too staid and conservative for a fast-moving world; and occasionally the father discovered the boy was right.

In brief, they harmoniously put youth's vision and age's experience together, youth's strength and age's wisdom together; and from it all came the natural aftermath—*Success*.

Get Your Favorite Salesman's Name in This Hall of Fame

His Share of the \$2,075 Cash Awards Depends on
the Number of Votes He Polls in the

Motor World Wholesale

Popularity Contest for Automotive Wholesale Salesmen

A FIRST prize of \$100, a second prize of \$50, and a third prize of \$25, will be awarded in each of the nine voting zones. One of these prizes will go the first, second and third man in each zone.

Among these twenty-seven prize winners, the salesman who polls the highest number of votes in any one zone will be awarded the Grand Prize of \$500.00 in cash, in addition to his zone first prize of \$100.

Here are the nine voting zones:

NEW ENGLAND: Maine, New Hampshire, Vermont, Rhode Island, Massachusetts, Connecticut.

MIDDLE ATLANTIC: New York, New Jersey, Pennsylvania.

SOUTH ATLANTIC: Delaware, Maryland, District of Columbia, Virginia, West Virginia, North Carolina, South Carolina, Georgia, Florida.

EAST NORTH CENTRAL: Ohio, Indiana, Illinois, Michigan, Wisconsin.

EAST SOUTH CENTRAL: Kentucky, Tennessee, Alabama, Mississippi.

WEST NORTH CENTRAL: Minnesota, Iowa, Missouri, North Dakota, South Dakota, Nebraska, Kansas.

WEST SOUTH CENTRAL: Arkansas, Louisiana, Oklahoma, Texas.

MOUNTAIN: Montana, Idaho, Wyoming, Colorado, New Mexico, Arizona, Utah, Nevada.

PACIFIC: Washington, Oregon, California.

Substantial cash awards, public recognition, trade appreciation, wider acquaintance, and increased popularity await the twenty-seven automotive wholesale salesmen who poll the higher number of votes (in their respective zones) in the nation-wide popularity contest conducted by *Motor World Wholesale*.

In this spirited contest, votes are the only things that count for your candidate. Kind words *help*, boosting *helps*, good wishes *help*, but only votes *count*. Keep up the boosting, keep on talking, keep on wishing, but *vote* if you want your man to win a prize and popularity.

Every automotive retailer—whether dealer, garage

owner, service station proprietor—is a qualified voter in this Popularity Contest. Every voting coupon signed by an automotive retailer, and giving the name of an automotive wholesale salesman, received by the Contest Editor will be counted.

Voting coupons will be found in the current issues of the following Chilton Class Journal publications: *Motor Age*, *Automobile Trade Journal*, *Commercial Car Journal*, and *Chilton Catalog and Directory*.

The contest opened July 1, and is now in full swing. It will close on Oct. 15. Now is the time to vote. Get your votes in early, get them in often, but take time to write all names and addresses, plainly and correctly. And please fill out *all six lines* on the coupon.

There is a coupon below that will help you get your favorite automotive wholesale salesman's name in this Hall of Fame. Fill it out and mail it promptly to the Contest Editor of *Motor World Wholesale*.

MOTOR WORLD WHOLESALE Popularity Contest for Wholesale Salesmen

Contest Editor
Motor World Wholesale
Chestnut and 56th Sts., Philadelphia

In the wholesale automotive salesmen's popularity and efficiency contest I vote for:

Name of salesman

Name of his firm

His firm's address

Your signature

Your firm name

Address

M. A., August 11—This ballot is for ONE vote.

ADVENTURE—DO YOU SEEK IT?

(Continued from page 33)



Chat with Johnny Tourist and his companions and while enjoying yourself it is not unlikely that you will sell them a camp stove, a stool, a tire or a can of oil

your coat and chapeau, select a neat portfolio with equipment, your business cards and without any leads, tips or inside information, fare forth to bring in some bacon, —and eggs, for hatching,—later on. In the realm of adventure we know of a Genii. This little mite will trek along with you, he bids you enter a real estate office; you note they are boosting a new subdivision, "Bellevue Heights." Ah! here's a chance, they'll need cars for their sales staff; what's more, you gather some leads for the boys, many of the new subdivision residents are potential sales. The Genie and you sally on beamingly, he gives the invisible sign and you see three wagons at the curb in front of a business-like grocer, you enter and talk with the proprietor, yes sir-ee. I did think something of getting light delivery cars, send your demonstrator around, seems odd you're the first man to see me on that proposition, though I've had scores of circulars about trucks.

The land of Adventure is infinite. The next cruise in search of new revelations might take you into the shop. Slipping into a pair of overalls you apply to the foreman for a job, you're going to stick it out until the whistle blows, just like an every-day "grease hound," and you finish like a thoroughbred, and if you haven't done a wonderful lot in making the shop men work with you, rather than show any slackness, then I'm a bear's uncle.

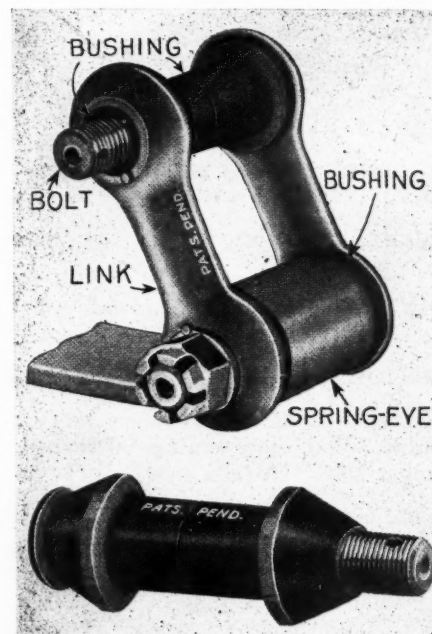
Adventures in the day's work will give opportunity to discard business ills, these little excursions along a vagrant road will create Equanimity, something that is too little practiced. Rarely do we find it among our business men, rather we find them carrying mental loads. A good motto in many an office would read: "Forget It!" Equanimity means control. To acquire the lesson of control is a valuable asset. It is the forward step to poise, calmness, and measured balance. It tears down the structures built of fear and worries. How frequently one hears a business man say: "I have no time to read, I haven't read the local paper for several days." Little does that man realize his loss, he is simply cheating himself, and as we get down to chilled facts, he just imagines he is so busy he can't read his trade journal, or keep abreast with civic affairs.

Freighting mental burdens won't solve your problems.

"Forget it!" is a good phrase to commit to memory, to be unleashed when fantastic conceptions conflict with business success. Strike out with adventurous mien, scour the very earth for new ideas, cultivate a desire to read something practical each day concerning your business and plan promptly to seek adventure.

Velie Using Rubber Bushings

THE use of rubber bushings in the shackle assemblies is a development announced by the Velie Motors Corp.



After a year of testing it was decided to use rubber bushings throughout the entire spring suspension of all Velie cars. This new system allows no metal-to-metal contact and bolts, links, spring eye and the like are separated by specially designed and compounded cord rubber bushings confined under pressure. No lubrication of any kind is re-

quired or desirable on these bushings and it is claimed that no squeaks or rattles develop in them.

The rubber bushings are slightly longer than the width of the spring, as will be seen in the illustration, and the cone-shaped flange is confined in the special link and cannot spread. When the nut is drawn tight, the bushings are expanded, completely filling every bit of space between the bolt, link and spring eye.

New Accessories and Devices

Socket Wrench Set

THIS socket wrench set No. 28, manufactured by Stevens Walden-Worcester, Inc., Worcester, Mass., will take care of the majority of hex nut jobs on any car. It is especially designed



for working in close corners and should be of particular interest to the mechanic who owns his own kit of tools.

Contents of the set are:

Long shank speed wrench, 20" overall, 9-1/4" shank, solid steel grips.

Short shank speed wrench, 14-1/4" overall, 4 1/4" shank, two solid steel grips.

Long shank Tee handle, 12" shank, 12" sliding crossbar.

Short shank Tee handle, 6" shank, 8" sliding crossbar.

Back Spin Reversible ratchet, 2-3/4" long, 1" diameter.

10" combination Tee and Offset.

Plug connector.

9" extension bar.

Socket connector.

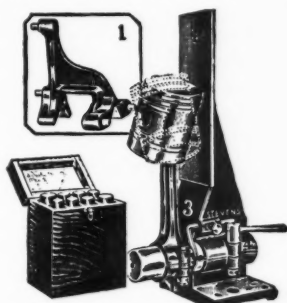
Offset handle.

Universal joint.

Rod and Piston Aligner

THE Stevens connecting rod and piston aligner, with the "Sea Lion" indicator and connecting rod centering gage, manufactured by Stevens Walden-Worcester, Inc., Worcester, Mass., insures a quick, easy and positive check-up on the entire piston assembly.

The "Sea Lion" squares up the pin and upper rod perfectly. It also detects bends and twists in the rod.



By sighting the assembled piston in vertical position against the highly ma-

chined surface of the aligner, the slightest discrepancy in vertical alignment can be instantly detected. Then by tilting the piston against the machined surface from side to side, the least twist in the rod can be quickly detected.

"Autoshyne" Polish

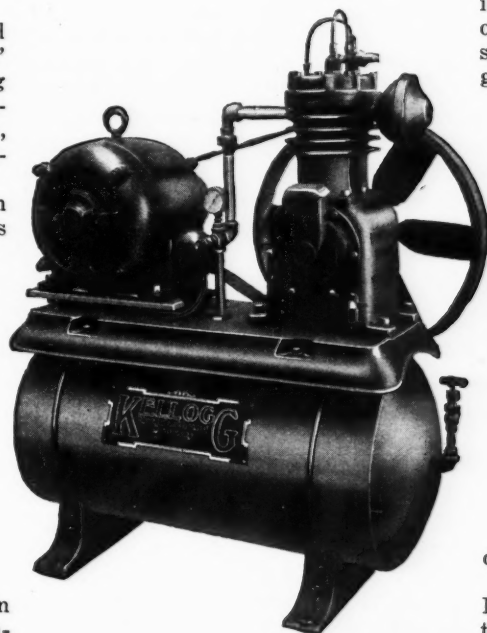
A NEW automobile paste polish, recently patented, has been placed on the market by the American Shoe Polish Co. of Chicago, manufacturer for more than a third of a century of polishes of various kinds. It is claimed that this polish, called "Autoshyne," imparts a lasting lustre to the car on which it is applied.

The product is put up in different colors to suit the colors of the different cars. It is claimed that only a minimum of effort is required to bring the surface to a high polish by means of this paste which does not in any way harm the car.

Paint Spraying Compressor

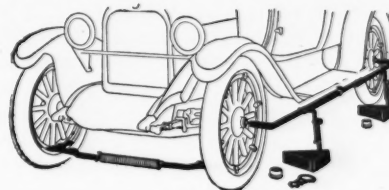
THIS outfit, manufactured by Kellogg Mfg. Co., Rochester, N. Y., consists of a heavy duty two-cylinder compressor, producing an unusual volume of air per horsepower. Two-cylinder 3 1/2 by 4 in., dual vanadium steel ribbon valves, patented Kellogg lubricating system, unloader, etc., mounted on pressed steel platform, and 32-gal tank.

This compressor is a smooth running, fast pumping air equipment and is recommended for two or three gun paint shops. Prices from \$275 to \$356, depending on electric current.



Bear Tracking Gage

THE Bear tracking gage, manufactured by Bear Mfg. Co., Rock Island, Ill., is designed to check up on the rear end of the car, showing whether or not it is swung and the degree to



which it is out of line. It is used with the Bear wheel aligner as shown in the illustration. An adjustable telescoping shaft makes it possible to use the gage on any length of wheelbase. List \$12.

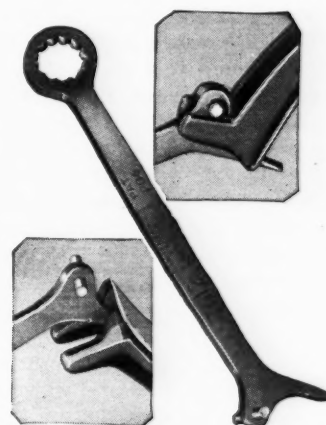
Combination Pry-Wrench

AN ingenious little tool that performs three operations, one of them the bane of every mechanic, is the combination pry-wrench here illustrated, for use on the Ford transmission band. The pointed end or "toe" slips in between the collar and the end of the band, for prying the collar off.

Getting the collar back again is the job that bothers the shop man, and that is where this little tool proves its value. The two pins, which are plainly seen in the picture, are placed back of the collar lugs, as shown.

With the "toe" of the pry-wrench against the end of the transmission band for a fulcrum, a movement of the handle brings the collar down flat to the band and draws it forward, so that the anchoring pins lock into their slots.

The other end of the bar is formed into a convenient wrench for the nut of the transmission hand bolt. It is slightly bent to enable the mechanic to gain easy access to the nut. Also



double-broached to permit short turns.

This tool is made of high grade steel. List price is 60 cents. The manufacturer is Stevens Walden-Worcester, Inc.

LUNG ON IS A REAL CAR DEALER

(Continued from page 37)

he handles, and the service which he provides has been satisfactory to all his customers.

Exhibiting the business sagacity and alertness which characterize him, Lung On went to Portland as soon as he received word of the recent price reduction in all Oldsmobile models and took back with him a de luxe sedan, which he had sold within two hours after he learned of the lowered prices, though he had none for immediate delivery. He also informed W. M. Anderson, vice-president and assistant general manager of the Oldsmobile distributing company, that he would be back the following week for more cars, and what is more he was, and put the deals over right away.

The versatile son of the flowery kingdom and disciple of Confucius—his blood entitles him to that classification, at least, though he is proud of his American birth and education—is indeed an unusual man in many respects. His long association with the members of the white race has in large measure, in his case, eliminated the reticence marking the demeanor of most Chinese, and he gave the following interesting interview:

"My partner and I have a fine garage at John Day," he volunteered. "It is built of concrete and stone and is 48 x 135 ft. in dimensions. I hold the Oldsmobile and Chevrolet franchises individually. Oldsmobile outsells every other line except Chevrolet in my territory—maybe that is because I am on the job all the time. I like Mr. Cohen, the president of the company from which I get my Oldsmobiles, and Mr. Anderson very much, indeed. Mr. Anderson comes out to John Day to see me fairly often and I manage to keep in pretty close

touch with what is going on in the automobile line."

When this interesting dealer was a boy 6 years old he was taken back to China by his parents and upon his return to his native soil three years later located in Portland. His wife is dead, but he has a married daughter, the mother of two children, who lives in China. In Portland he attended the Chinese Mission school, and to this training he gives generous credit for the fair dealing and kindly impulses which have made him so popular a factor in the civic and industrial life of the John Day district.

While Lung On is firmly cemented in his ideals of life and service to his fellow man, however, his experience with his white brethren has disillusioned him in various ways. He has had borne in forcefully upon his consciousness the realization that, without regard to race or place of abode, men are not always honest. For that reason he has lately determined to indorse no more promissory notes. Some time ago he was obliged to pay \$200 on a note which the maker said he was unable to meet, and not long after that he had to pungle up \$600 more because of a similiar occurrence.

"When I endorsed a note for some \$2,400 for a friend with which to purchase a car which is in competition with the Oldsmobile because I thought he was reliable and afterward had to pay \$1,300 of this amount," he asserted with emphasis, "I decided that my lesson was complete. I will endorse no more notes for anybody. But I will continue to help people when I think they are deserving, because I feel better when I do that sort of thing."

How Riley Helps His Salesmen Make Sales

EVERY automobile dealer aids his own business every time that he makes it easier for his salesmen to sell cars. Consequently it is greatly to the advantage of the dealer to keep constantly on the lookout for new and worth-while methods of extending sales aid to his salespeople.

In view of this, then, it will be interesting to dealers in different sections of the country to learn about the interesting ways in which Harry D. Riley, Studebaker dealer at Anaheim, Fullerton and Orange, California, extends sales aid to his five salesmen.

The sales helps used by Mr. Riley, among others, are these:

First. Getting the salesmen to make definite promises each week regarding the number of cars they will try to sell during the week. By getting the men to make promises of this sort, Mr. Riley gives each of them a definite goal to work toward and it is a reasonable goal, too, because no man will promise more sales, if he is wise, than he can reasonably hope to make. The personal pride of each man is appealed to in this way, too, because every salesman naturally wants to make good his promise. And this method also makes each salesman realize his real and continuing responsibility to the Riley organization in going out and putting car sales across.

Second. Making the salesmen be careful about getting the right names and addresses of prospects properly recorded on the prospect lists. It is one of the standing rules of Mr. Riley's organization that no salesman will be protected on his prospects if he hasn't turned in the right names and addresses. At first glance this rule might seem like something of a hardship on

the salesmen but in reality it is the biggest sort of a help to each salesman.

Let us see just how this rule helps the salesmen.

In the first place no man who is thinking about purchasing a car likes to have literature come to him with his name spelled wrong or his address given wrong. The prospective purchaser likes to feel important about buying a car, and how can any man feel important when the firm from which he is thinking of buying the car thinks so little of his business that it doesn't even get his name and address right?

In the second place it makes it certain that all advertising literature and follow-ups will get to the right person—the person for whom they are intended.

Third. Weekly sales meetings at which some definite and specific sales plan is explained to the salesmen. The sales meetings of the Riley organization are held on Tuesday mornings when the salesmen gather around the sales manager's desk. At these meetings, after general surveys of the local situations, either Mr. Riley or the sales manager presents in an interesting way some definite and specific sales proposition to the salesmen which will help them make more sales. These sales suggestions and sales methods are generally secured from automobile trade papers and, quite often, the entire articles are read to the salesmen without comment.

This makes each salesmen's meeting a constructive power for building business instead of letting the meetings degenerate into mere talk fests and congenial social affairs.

All this helps Mr. Riley's salesmen very greatly in putting more sales across and in turn is of tremendous help to Mr. Riley.

READERS' CLEARING HOUSE

Questions and Answers on Dealers' Problems

Likes Our Service and Wants More

I was certainly pleased to get the information on timing the Marmon car with dual ignition. Now I would like to know if there is any way I can get the ignition timing on a number of cars. I would be willing to pay well for this as I am a mechanic and working in a garage where all kinds of cars come in for adjustment and repair. Right now I am particularly anxious to get the ignition setting on the Model 314 Cadillac and also on the 1927 model Chrysler. On the Chrysler there seems to be no flywheel marks so I am at a loss to know just how the ignition on this car should be timed.—Parker J. Conner, Bethel Maine.

OUR Rapid Flat Rate Price List in addition to giving the labor and material charge for repair operations on 91 makes or models of cars and engines has some very valuable repair data on each car. This repair data includes valve timing, tappet setting, ignition timing, brake lining size and other matter of importance on subjects on which it is sometimes difficult to get information. This book is never sold except in connection with subscription to MOTOR AGE, or similar Chilton Class Journal publications. However, present subscribers to MOTOR AGE may obtain a copy of this book for \$2.

The Model 314 Cadillac ignition is timed as follows:

Beginning with engine unit No. 1-3261 the breaker point should open 1-27/32 before center, as measured on the flywheel, with the breaker box in fully advanced position. Prior to engine unit No. 1-3261 the contact point should open 1-3/16 in. before center as measured on the flywheel with the breaker box in the fully advanced position.

The Chrysler 60 ignition timing is as follows:

With the spark in the fully advanced position, the breaker points should open .030 in. of piston travel before top dead center.

Replace Valve Springs to Increase Power

How can we speed up the Jordan Model J-1 line eight car? If possible we would like to have this car do 75 miles an hour. At the same time, however, we do not want to cut down the pick-up and the power.—Frederick Pembroke, 75 Grosvenor Road, Rochester, N. Y.

IN order to get the maximum speed out of an engine it is sometimes necessary to replace the valve springs with ones of greater tension. You will appreciate that the hammering caused by the stronger springs is likely to have destructive effects and consequently the heaviest type of spring is not

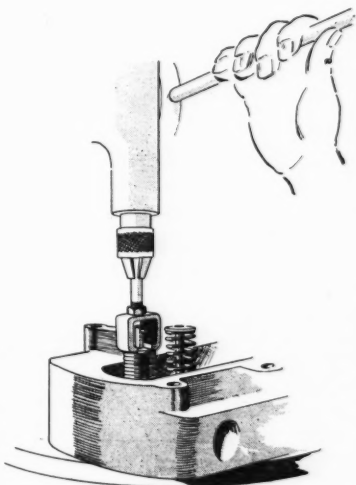
used as a rule in the cars coming from the factory.

In order to get the maximum speed from a car, the owner is, therefore, forced to make this change. Another change that will prove of advantage to you would be to raise the compression of this engine slightly by milling off about 1/16 in. of material from the cylinder head. Before doing this, however, check the clearance above the valves to see that there would be no interference after this amount of material had been removed. Other than seeing that the compression is as good as possible, there is little that you can do to speed up this engine without going to more expense than the results would be worth. There is one thing, however, that might be worth your while and that is to change the pistons over from cast iron, which was the original equipment, to the later style aluminum-alloy pistons.

SHOP KINKS

Ideas that have proved useful

I HAVE made a very useful tool for compressing overhead valve springs on heads such as Chevrolet and the new Buick that uses two springs. I use this in a drill press and it is certainly a relief. The tool has a 7/16 in. shank and the U-shaped part of the tool is made out of a Ford Bendix puller.—A. E. Burris, Kenedy, Tex.



Readers of MOTOR AGE are invited to submit ideas that they have found useful in doing some particular service job in the shop in a better or quicker way. For each one published \$2.00 will be paid. Whenever possible the idea should be accompanied by a sketch or diagram from which a drawing can be made.

Safer to Retard the Spark

I have been a reader of MOTOR AGE for a good many years and am coming to you for some information concerning the Delco-Remy automatic spark advance on the latest model Chevrolet. Some of our electrical service men say that you do not need to retard the spark when starting the engine, but I contend that the timing of the automatic equipment is about the same as the other and the only difference is that this system advances automatically when the engine is running at a fair rate of speed.—T. R. Cable, Columbus, Miss.

YOU are perfectly correct in your ideas regarding the operation of the Chevrolet automatic advance. The timing is done exactly as before, that is when No. 1 piston is at top dead center of the compression stroke, the breaker point should just be opening. In view of the fact that this work is done with the engine at rest, the centrifugal weights of the automatic advance are not acting, and consequently the automatic advance feature does not have to be considered. This timing is done with the manual advance retarded, and as a consequence the manual advance should be retarded when the engine is started. This does not mean that some drivers may not get by in starting the engine by leaving the spark advanced, but they are taking a long chance of hurting the starting mechanism. The automatic merely supplements the mechanical advance.

Check Your Oil Line

Will you be so kind as to give me your opinion on the following situation:

A light Ford truck had the magneto plug broken off which allowed all but about one pint of the oil to escape. After running the truck awhile in this condition, the owner had the oil drained, and found that there was less than a pint in the engine, and so he put in one gallon of new oil. The next day the engine froze up solid and in removing the head it was found to have one piston scored. This was number one. Could this be blamed on the new oil or on running without oil the day before?—Walter E. Pierce, Park Ave. Auto Supply Station, Fond du Lac, Wis.

IT is quite likely that while the engine was running with practically no oil that fabric was chewed from the band and thrown into the oil line. It is also possible that metallic particles have accumulated in the oil line to the extent that the lubrication of the front end of the engine is interfered with.

We believe it would be well worth the truck owner's time and expense to have the timing gear covered and camshaft gear removed and to have his oil line cleaned out with compressed air or with a flexible rod, as we fear that there will be additional trouble in this engine unless this is done.

READERS' CLEARING HOUSE

Setting Lincoln Camshaft

I would like to know in what position you place the camshaft when making valve adjustments on the Lincoln car. I understand that there has been a change in the camshaft design so would like to know just how to set the camshaft for either type.—H. D. Williams, Ponca City, Okla.

THE latest design camshaft may be identified by the letter "B" stamped on the front end. The tappet setting position on the cam is changed. A and B show the setting arcs and clearances on both the new and old style camshafts.

With the new camshaft, the tappet clearance is set at .004 instead of .002 minimum as formerly. With the new camshaft, flywheel and clutch driving ring, the gap between the valve lifter adjusting screw and valve should be set at .003 to .004 with the engine cold at the point indicated by the timing marks, but this clearance may be set at any point on the heel of the cam if desirable, which is not the case with the old style cam, flywheel and driving ring. The heel of the new cam is concentric, that is, there is .005 in. clearance all around the back of the cam instead of .005 in. on the heel tapering to .002 in. at the beginning of the concentric valve setting arcs as on the old style cam. The markings on the new flywheel and clutch ring for setting valve clearance with the new style camshaft are similar except that they are now further from

the dead center line, being 40 degrees instead of 15 degrees, and also being much more concisely designated. The dead centers are marked DC and the inlet and exhaust points for setting are identified with an I and E respectively. See Fig. C and D.

The parts affected by this change, i.e., the camshaft, flywheel and clutch driving ring, are all interchangeable. When a new style camshaft is used with an old style flywheel and clutch driving ring, set the clearance at .002 to .003 at the place indicated by the markings on the old style clutch ring the same as with the old style camshaft. If a new style flywheel and clutch ring are used with an old style camshaft, the new setting marks will give proper operation with .002 to .003 clearances. It is inadvisable, however, to assembly an engine with this latter combination of parts, as the new style camshaft gives much better and quieter engine performance.

To Install Bearings

I understand that Buick service stations are installing ball thrust bearings as used in the spindles of late model cars on the 1924 model. Please give us instructions and all information necessary for installing these ball thrust bearings in a 1924 Master Six Buick.—Davis Auto Repair Co., Kirkwood, Mo.

YOU can get instructions and full list of the necessary parts by writing to the Buick Motor Car Co., Flint, Mich.

The Right Track For Profit

As a subscriber of MOTOR AGE I am going to ask for your ideas in rearranging our service department. Our building is on two parallel streets. At the right and the left of our building are other buildings. The main street is higher than the other one. We have a passenger car agency. The show room is at the main street side, the service shop on the ground floor and we also have a large court. On one side of the court are places for storing cars and on the other side, at the entrance into the court, is a wash rack with city water supply.

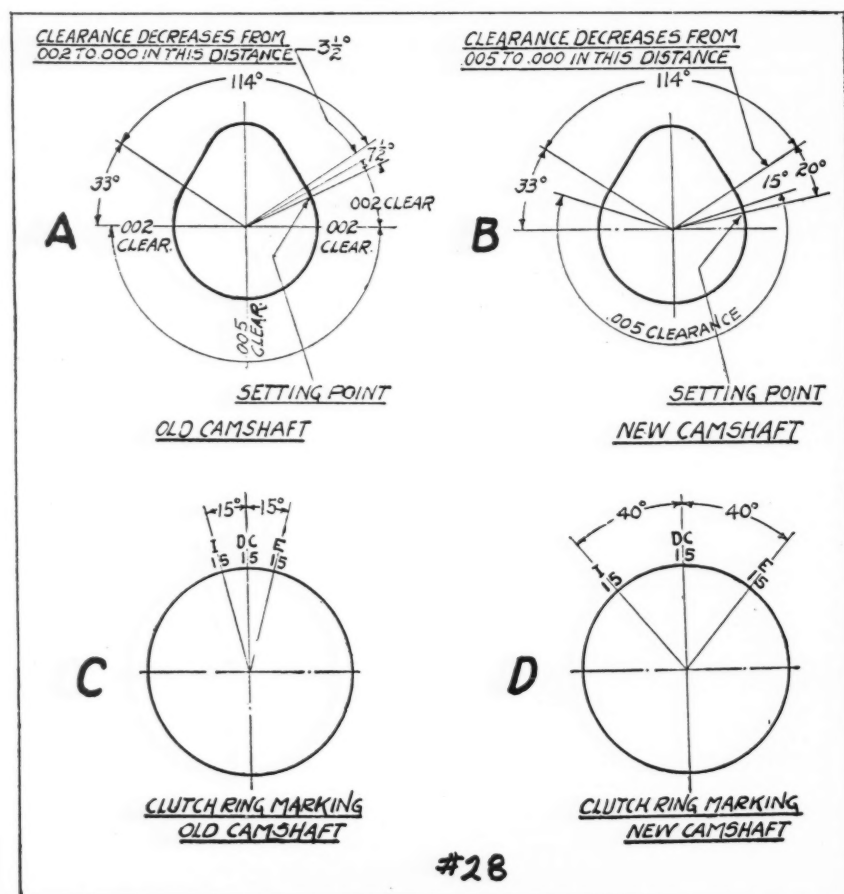
In the shop we have three pits for doing general repair work. We have a machine shop with cylinder grinders, crankshaft grinders, two lathes, drills, welding outfit, etc.

We want to go into the car laundry and lubrication business on a heavy scale. We want to build up a business on a heavy scale. We want to build up a business on the idea of repair prevention by monthly inspection, lubrication, adjustment and the like. Will you kindly help us out on plans showing how best to arrange for this work. Considering the size of our place do you think it would pay to have power washing equipment instead of the existing rack and to use the pits for chassis lubrication. Should we have another pit or steel rack in the court for the lubrication business or would our other pit serve this purpose satisfactorily? Is it practical to reclaim the soap and cleaning solutions after use instead of throwing them down the sewer? If so, how could this be done? On the subject of lubrication we thought we would have a bucket and pump for flushing and refilling the rear axle and transmission or gear box, and have an air pressure operated lubricator for the rest of the chassis, or can you suggest a better system?—Diethelm & Vigier, Kapuzinerstrasse, 189 Solothurn, Switzerland.

YOU are certainly on the right track in preparing to go after preventive service. It is conspicuous in the United States that the popularity of power washing and greasing equipment is growing rapidly. We believe that the same condition may be true or soon will be true in your country, and it is always certain that the pioneer in anything new is the man who reaps the big rewards.

The cars of today require the use of a high pressure washing system in order to be sure to get all of the dirt and grease accumulation off of the many brake rods which are a part of the four-wheel brake system. It is absolutely impossible to reach all of the under parts of the chassis with the old fashion bucket and sponge method of washing and, as a consequence, the high pressure system is indispensable. Furthermore, in view of the fact that the high pressure system can be so regulated as to throw a penetrating but harmless mist, a great amount of time is also saved in cleaning the body and fenders of the car.

Incidentally, it is the selling of service that makes the difference between profit and loss, and certainly the service salesman who can show his prospective customer a neat installation of power washing and lubricating equipment has a great advantage over the man who



READERS' CLEARING HOUSE

can only point to a bucket and sponge and to a small hand-type grease compressor.

Your plan to have an air-operated grease compressor is a good one, though there are other methods of operating compressors. The big point is that the power-operated compressor does a faster and better job than is possible with the smaller capacity and lower pressure of the hand-operated equipment. One of the car-washing equipment manufacturers here in the United States is working on a very comprehensive booklet covering all phases of the car-washing business and when this is available for distribution, which should be within the next month, we will see that a copy is sent to you. There is no charge for this. There is no doubt that you will find it well worth your while to reserve one or two of your repair pits especially for greasing and to install a rack or car hoisting device in your wash rack for the purpose of raising the cars so that the under side of the chassis can be thoroughly cleaned with your power-washing equipment. We believe that one rack will be sufficient unless the volume of your business becomes very great, in which event you can readily add additional racks in your court yard and pipe the high pressure washing equipment to the additional racks. In any event, we would suggest starting out with moderate equipment and increasing as your volume grows instead of equipping several racks to begin with. It is more profitable and gives a better impression to have what equipment you own always busy than to give the appearance of idleness which might happen if you started out with too many racks.

We have heard of no way of reclaiming soap and cleaning solutions after they have been used and, consequently, cannot advise you on this subject—though it is possible the many readers of *MOTOR AGE* may see this and if any ideas are submitted we shall be grateful for them.

Winton Valve Timing

I have a Winton Six, Model 25, that I would like to get some dope on. What I want to find out is how to set the valves to get the best results. Also, I have a loud click in the rear end of the engine that sounds like a tappet and would like to know what the valve clearance should be on this engine.—Illinois Subscriber.

THE correct timing of this car is as follows:

Intake opens 13 deg. after upper dead center.

Intake closes 45 deg. after lower dead center.

Exhaust opens 54 deg. before lower dead center.

Exhaust closes 8 deg. after top dead center.

For the most satisfactory and silent operation, the clearance between the tappets and valve stems should be .006 in. on all valves when engine is cold.

Some Vibration Natural

We have on hand a 1924 Studebaker light six in which the engine vibrates, or oscillates as a whole in its frame. The top of the engine shows a pendulum effect of low frequency and rather large amplitude. This engine has new pistons and rings and has had the main bearings line reamed and the crankshaft straightened. Will you kindly inform us through your columns if this is a characteristic of this model or if you consider that there is something wrong with the engine, sub-frame, clutch or flywheel.—B. G. Furey, Furey-Knight-Overland Co., Grand Ave., Bellmore, L. I., New York.

THE engine of this car is so mounted that the motion that you speak of is quite possible. Were the mountings rigid, this vibration would be transmitted to the frame and body and would be very undesirable but as it is, this action is natural unless the vibration becomes extreme. We assume that the vibration that you refer to is most noticeable when pulling hard at low speed, for it is then that vibration of low frequency would be developed. If the vibration is bad at high speed it may be that the flywheel and crankshaft have not been assembled in proper relation to one another and should be removed from the engine and balanced together as a unit.

Timing the 1927 Chevrolet Ignition

Kindly give us the correct procedure to be used in timing the ignition of a Series AA Chevrolet engine.—Nelson Motor Co., Gays Mills, Wis.

WITH the starting crank turn the engine until the intake valve on No. 1 cylinder has opened and closed. Then, remove the spark plug on that cylinder. Insert a screw driver or rod in the spark plug opening and continue to turn the engine until the piston has traveled to its uppermost position. By holding the screw driver or rod firmly the position at which no further upward movement can be felt, can be readily determined. Then the piston is on top dead center of the compression stroke. Retard the spark advance lever as far as it will go. Remove the distributor cap and rotor and loosen the lock nut on top of the distributor cam and raise the distributor cam by means of the hook end of the ignition adjusting wrench. Turn the cam of the distributor so that the distributor arm is directly under the wire leading to No. 1 cylinder. Then turn the cam in the direction of rotation until the two contact points begin to open. The lock nut can then be tightened against the cam. However, in doing this use care not to disturb the position of the cam. The distributor arm and cap can now be put in place and the car operated. On the rim of the distributor cap is a small

slot which should fit over the locating pin on the rim of the distributor body. As each of the spark plug wires is of the proper length, no trouble should be experienced in attaching these wires to their respective spark plugs. No. 1 wire is the one immediately above the small slot on the edge of the distributor case. This slot fits over the locating pin on the rim of the distributor body.

A Hot One!

What is the cause for a knock in an engine when it is low on water and becomes hot? Also, what is the cause for a decrease in power when an engine is overheated?—Harold Campbell, 207 Union St., Blue Rapids, Kan.

WHEN an engine overheats a number of things happen. Parts change size due to expansion, oil thins out under high temperature, and the explosive charge acts differently when heated. These all have their effects on the engine operation.

The knock which you refer to is probably detonation, though there may be other knocks also that you have heard. Detonation develops where there is a combination of heat and pressure and is, in effect, a powerful "wallop" from the explosive charge instead of a push on the piston. That is not a very scientific explanation, but it is a practical description of what happens. With high temperature in the engine, the fuel instead of burning and pushing the pistons down, explodes violently and gives the piston a sharp rap. This causes actual distortion of the metal which is what you hear. In connection with this there is a tendency for the pistons to slap and piston slapping is ordinarily relieved to quite an extent by the body of oil on the cylinder walls. When the walls are overheated to the point that the oil has become very thin, there is not the usual cushioning effect, with the result that a tinkling or clanking noise develops from this piston slap.

Decrease in power results from three causes. First, the increased internal friction of the engine as the result of the tighter fit of the parts, and, second, from the actual loss of the effort of the explosion as it blows past the piston, and, third, over-expansion of gases reduces power. You will appreciate that the cylinder oil works with the piston and rings to prevent what we call blow-by, and if the oil is too thin in body it cannot stay in place on the cylinder wall and the pressure of the explosion blows past the piston and, consequently, does not deliver the usual power to the crankshaft. The overheating of the incoming charge causes it to expand and, consequently, it is impossible to get as much fuel into the combustion chamber as if the charge were cooler. This results in lower compression, and lower pressure on combustion. All of these things working together have a decidedly bad effect on engine performance.

READERS' CLEARING HOUSE

When is Pressure on Piston Greatest?

I would like to know at what point or position in an engine the piston takes the greatest force of the fired gases. That is, do the gases exert uniform pressure throughout the entire length of the piston travel?

At what location does the piston take the greatest force of the expended gas? If you can dope out what I mean, I shall much appreciate your answer.—R. D. Bauman, Arcade Hotel, Ponca City, Okla.

UPON ignition the original increase in pressure is about 500 per cent. That is, if the car in question has 60 lb. compression, the explosion pressure will be 300 lb. per sq. in. Ignition generally takes place a few degrees before top dead center, in order that combustion can be completed by the time the piston reaches top dead center and is ready to start on the power stroke. It is at top dead center that the greatest pressure is transmitted to the piston, but it is somewhat past that that the greatest driving force is delivered to the crankshaft. You will appreciate that when the piston is down on the stroke so that it is at 90 deg. from the crank throw, that it has the greatest leverage. However, as the pressure drops steadily from the time of combustion until the exhaust valve opens, it is impossible to say just where the piston is exerting the greatest driving force. When the exhaust valve opens the pressure in the cylinder has probably dropped from 300 lb. to 40 or 50 lb. to the square inch. This drop in pressure is due partly to the reduction in temperature of the ignited charge, but more to the increase in the volume of the combustion chamber due to the piston traveling down. Exhaust valves open in the neighborhood of 40 deg. or so, before bottom dead center in order that there will still be considerable pressure in the cylinder, which assists in scavenging in order that the cylinder will be clear for the next charge.

Chrysler 70 Timing

I have a Chrysler 70 and the timing seems to be out. Please show the correct timing and tell what marks to go by.—The Mutual Auto Service Co., 1265 East Market St., Akron.

WHEN the engine is originally timed, there are two punch marks which are as close together as possible. One of these marks is on the sprocket of the camshaft and the other on the sprocket of the crankshaft. When the engine is properly timed, these two punch marks are in a straight line with the center of the crank and camshafts. To check up on the timing, adjust No. 1 cylinder inlet and exhaust valve tappet to .008 in. clearance. Remove the 1/8-in. pipe plug from the cylinder head above No. 6 piston. Place a gage rod through the hole and in contact with the piston head. Rotate the crankshaft until No. 6 piston is coming up on compression stroke and then proceed care-

fully until piston is at top dead center. The No. 1 cylinder intake valve tappet should be up just enough to be tight and the valve just beginning to open. No. 1 cylinder exhaust valve closes two degrees of crankshaft rotation later. We are showing a timing diagram for this engine. If this action is as just described, set all tappets while worm with clearance of .006 in. on the exhaust, and .004 in. on the intake. The exhaust valves are 1, 4, 6, 7, 9, 12, counting from the front of the engine toward the rear. To set the ignition timing, adjust the breaker points to exactly .022 of an inch of opening when the cam is separating the point. Set the manual spark control lever in fully advanced position. Remove the 1/8-in. pipe plug from cylinder head above No. 6 piston and place the gage rod through the hole and into contact with the piston head. Rotate the crank-

sion stroke, which corresponds to 14 deg. of crankshaft rotation.

Marmon Dual Ignition Adjustment

I would like to know the factory adjustment of the dual ignition system used on the 1926 Marmon car, which has two sets of plugs. I would also like to know if there is some book printed on the factory adjustment of all the standard makes of cars, such as ignition timing and valves, carburetor, etc.—Parker J. Conner, Bethel, Me.

THE interruptor or breaker points on the distributor of the Marmon double fire system should be set so that the distance between them will be the thickness of the gage on the distributor which is .025 to .027 in. After adjusting the contacts the ignition should then be set for timing and synchronization.

To time the ignition place a chalk mark on seventh flywheel tooth ahead of one of the top dead center marks on the flywheel.

Bring the chalk mark up to the flywheel pointer by engaging a pinch bar in the flywheel teeth. If the chalk mark passes the indicator the flywheel must be turned a whole revolution in order to avoid error through backlash of the gears.

Remove the ignition coil wire from one of the contact arm terminals.

Retard the hand spark lever and turn on the ignition switch.

Advance the spark. Just as the hand lever reaches full advance the ammeter should drop to zero.

Provided the ammeter hand does not drop to zero at full advance, loosen the timing adjustment screw in the center of the distributor cam and advance the cam setting slightly by turning the cam clockwise. If the ammeter drops to zero before the hand lever reaches full advance, retard the cam setting by turning the cam counter clockwise. In each case before checking the adjustment, turn the cam counter clockwise with a light pressure to take up any lash in the gears.

After securing the proper adjustment of the cam, press the cam down as far as it will go and lock it in place. The cam position is not changed again in the following operation.

With the spark properly timed for one pair of contact points, check the other pair of points by connecting one contact arm terminal and disconnecting the other terminal. Provided the ammeter fails to return to zero at full spark advance, the clearance or gap between the second pair of contact points should be increased, and if the ammeter returns to zero before full spark advance, the clearance between the second pair of points should be decreased. This adjustment is of importance as the two sparks to any one cylinder must be synchronized to insure the full benefit of the Marmon double firing engine.

Eliminating Leakage

We have a 1924 Model R-14 Hupmobile with which we are having trouble from oil leaking from the rear main bearing. The bearing is grooved and has a baffle plate that is factory equipment, and even though the drain hole is open, oil works out particularly at speeds about 35 miles an hour. What can we do to stop this?—C. W. Chambers, Box 123, Eagle Rock, Calif.

ANY branch or agency of the Hupp Motor Car Co. can supply you with a rear main bearing oil return pipe assembly, which is designated as part No. 56298. This can be added to the rear main bearing cap and will eliminate oil leakage at this point.

shaft until No. 6 piston is coming up on exhaust stroke and continue to turn until the piston is 1/10 in. below top dead center. This corresponds to 14 deg. of crankshaft rotation.

Loosen the screws which clamp the distributor timing lever to the distributor. Remove the distributor cap and see that the rotor brush is at No. 1 spark plug cable terminal. Rotate the distributor in a counter-clockwise direction, as viewed from above, until the No. 1 cam begins to open the breaker points. If the two sets of points are not perfectly synchronized, time with the set of points that is opening the latter. The accuracy of the ignition timing can be checked by cranking the engine slowly by hand and watching the ammeter when the ignition is turned on.

When No. 6 piston is about half way up on compression stroke, as judged by the gage rod, watch the ammeter closely and turn the engine very slowly until the ammeter hand returns from discharge to the zero position. At that point the piston should be 1/10 in. below top dead center on the compres-

Answers to Legal Questions

Dispose of Car Under Claim of Lien

We have a car in storage that we have had for 13 months. We do not know where the owner is. How will we have to do to sell car for our storage and repair bill?—Webber Motor Co., Galatia, Ill.

YOU have a lien on this car for both the storage and repair charges, under the Illinois statutes. It would be safer to proceed under this claim of lien for your charges, because your priority rights would start from date of beginning of lien, and there may be other claims of liens on the car. But the procedure under this statutory lien in Illinois is rather complicated, and under the circumstances of impossibility to get personal service on the owner, you should protect yourself against a come-back upon yourself, by securing a lawyer to handle the matter for you. An investigation may show this to be a stolen car, in which case you could not pass title on sale as against the rightful owner.

The statute provides for sale of car by sheriff, but it is too wordy to reprint here. You may also proceed to foreclose the lien in the Circuit Court. In such case service on the owner may be had by publication where personal service cannot be had. Statutes provide that required notices and copies of proceedings must be mailed by registered letter to the last known address of owner.

Selling Car for Storage in Pennsylvania

Being a steady reader of your MOTOR AGE we have been watching for some time for an answer to the question I am going to ask. And not finding any, am writing it to you.

How does a garageman in Philadelphia, Pa., go about to sell a car held for storage? How long must a car be held before it can be sold? We have at present three cars we would like to dispose of and owners simply can't pay bill. We have been trying to find some way of disposing without a great cost. We sold two cars last year but the cost and "red tape" necessary to go through was awful. We hope that you can enlighten us upon the proper and quickest way.—Walter Yackle, Yackle Garage, Philadelphia, Pa.

THE statutes of Pennsylvania do not give the garage man a lien on cars for storage, nor in fact a lien for repairs and materials furnished. The common law lien gives the claimant only the right to hold possession of property until his charges are paid,

but a Pennsylvania statute does aid this common law lien for repairs, for labor and materials furnished in repairing, by giving the holder the right to sell to collect his charges. The procedure is comparatively simple, as such laws go.

So if your claim is only for storage, my suggestion as the simplest, if not the only sure, method of disposal by sale of the cars in question would be to bring the common suit for debt against the car owner. Then, when judgment is had, proceed to levy on and sell the car already in your own possession and also any other available property of debtor if necessary. You should be able to bring your suit in the small claims' court, or the municipal court, that takes jurisdiction of the old justice courts. The costs in these courts are small. Where there are no disputes on a small claim the services of an attorney in getting judgment should not be necessary, although one is generally indispensable in any kind of court work. While the fees of a lawyer are often out of all proportion to the benefits one derives where only small amounts are involved, yet the law involved may be the same with the same difficulties and labor involved as in a case involving millions. So lawyers advise the settling of small claims out of court wherever possible, realizing court action is unprofitable to all parties concerned, including the lawyers.

Now, if you should have cars in your possession on which you have furnished materials and made repairs, you have a lien for your charges called the common law lien. This lien is good only so long as you retain possession of the repaired car. Under this lien you formerly could not sell a car to enforce your lien, but under the Pennsylvania Session Laws of 1925, Approved May 7, 1925, Act No. 300 provides that sale may be made as provided therein. This procedure is comparatively simple and may be done without going into court. Section 7 of the Act provides that the repairman must give notice in writing to the owner for the amount of debt for which he claims the lien, for labor and materials which have been put into the repair, alteration, improvement, or otherwise of the property. If the debt is not paid within 30 days, the garage-keeper may proceed to sell the property. However, if the owner of the property disputes the bill he may replevin the property from the keeper with the 30-day period and the matter of the dispute may be settled in said action of replevin.

Section 2 (Act No. 300), provides that this notice, which the repairman must give the owner of the repaired

car, shall contain an itemized statement setting forth the various items of material furnished and work done, which statement shall be verified by oath of claimant (sworn to). Then, if the owner does not pay the bill, or does not start action and replevin the property, the garage keeper may proceed to sell the property at public sale. This sale is made in the same manner that a constable or sheriff sells property under a judgment, first by giving public notice thereof for 10 days prior to day of sale.

Section 3 (Act No. 300), provides that after satisfying lien and costs of the sale, any residue shall be held subject to the demands of the owner of the property for a period of six months from date of sale. After this six months' period the balance may be deposited with the county treasurer, together with statement of claim and costs of enforcing the lien, copy of the published notice of sale and amounts received for goods at the said sale. All sales made under this Act No. 300 shall be as conclusive as to title passed as a sale made by sheriff and constable under orders of a court.

Does California Law Apply to Dollies?

I wish you would give me some information on steel-wheeled dollies (towing), that is, if there is any law against using them in the State or California on paved roads and highways.—A. J. La Fougé, Route No. 1, Box 34, Comarillo, Cal.

CALIFORNIA statutes prohibit certain heavy loads to be hauled over her highways and bridges, depending on the kind of tires used on the wheels of the vehicle. No other distinction is made. On solid rubber and pneumatic tires the initial limitation on the load is 20,000 lb. and under. But where the motor vehicle has tires in which metal comes in contact with the surface of the road, the following provision applies:

"No vehicle equipped with tires, rollers on wheels, the rolling surface of which resting upon the highway is made in whole or in part of metal, shall be operated or moved upon any public highway where the weight of such vehicle, and any load thereon, resting upon the surface of the highway exceeds 500 lb. upon any inch of width of tire, roller or wheel of such vehicle * * * *"

The law applies to all within the description. If your steel-wheeled dollies have metal lugs, or solid metal tires, then the load on the tire must be limited to the prescribed 500 lb. upon any inch of width of such tire.

PURR AND PING



We Do Off Our Hat and

Take This Gracefully

PITTSBURGH—In the June 30 issue of MOTOR AGE I was happy to find the article "How Dead is a Killed Prospect?" accompanied by my picture. As a whole I believe we humans enjoy mention for something we may have done that to others seems worthy of favorable comment. I feel I am no exception to this, coming as it does from a publication so thoroughly liked by the motor industry. With best wishes for your continued success.—*H. A. Steinman.*

We Just Adore Worms

DETROIT—Sincerest congratulations. I hope that we mere advertising worms will not be deprived of the frequency of contact we used to have before you broke through the chrysalis to soar into editorial realm.—*Arden Yinkey.*

What Do You Mean, Old Stuff?

DETROIT—I certainly give MOTOR AGE very careful scrutiny these days. I am glad indeed that you are back in your old form and turning out old stuff in quantity.—*J. A. Grier.*

Herman Offers a Toast

BUFFALO—Here's to the new editor of MOTOR AGE, and the honor and success he is bringing to the paper.—*H. M. Kinnee.*

Hail the Holihans!

DETROIT—Congratulations! I am proud to be known as the friend of the editor of MOTOR AGE. My father,



mother and sister join me in wishing the book will continue to maintain the high standards it has set in the copies so far issued from Philadelphia.—*Roy.*

Not Only Look Good, Say We

CHICAGO—I think the issues of MOTOR AGE from Philadelphia look mighty good. The changed editorial make-up helps greatly.—*J. R. H.*

LETTERS to the editor from those whose "attention has been called"; from those who point with pride and those who view with alarm, from those who are easy to please and those who are hard to please; from those who are happy when they find a good thing and those who are happier when they find something they consider not so good; from those who boost and those who knock; from those who see the doughnut and those who see the hole; in other words, Dear Subscriber, from you and you and you—as well as from the man who borrows your copy of MOTOR AGE or reads it over your shoulder.

Editorial Telepathy

DALLAS, TEX.—I have been intending to write to you and ask you if you wouldn't show the pictures of some good display windows in your book. Before I had a chance to write the letter I got your July 28th issue and I see you have started to publish a series of window displays. You just guessed what I wanted.—*R. M. C.*

There Are Set-ups and Set-ups

PHILADELPHIA—I like very much the way you have set up MOTOR AGE and I find this weekly very newsy. It also contains other valuable information that a dealer should be well posted about.—*R. W. Cook.*

Thanks for the Orchids, Fred

CLEVELAND—Congratulations and best wishes. MOTOR AGE is naturally of greater interest to us now than ever before.—*F. A. Trester.*

One of the Three Circles

DETROIT—My heartiest congratulations on the new work.—*Jim Evans.*

Technician Sends Congrats

DETROIT—Congratulations are in order and I send you mine.—*E. C. Garland.*

Verily, Ye Editor Swings

a Mean Mien, Thinks Jack

CHICAGO—"John Cleary, Editor"—nothing could be more natural than that, for even during the most hectic periods of advertising managership, you preserved, as I recall, the editorial mien. This is to say, MOTOR AGE will benefit from the calm, analytical atmosphere with which you will surround it and from the keen, constructive suggestions you will inject into it.

I got a real kick out of your series, "The A B C of Dealer Sales Promotion" for in it I recognized that you had reverted to your first love and were hammering away again at ideas you put in the Clearing House years ago, which at that time no one paid much attention to. The voice was crying in the wilderness, and there was no one to listen to it. Now, I think, dealers are in a receptive mood. I am glad to see you go back to fundamentals. So many writers fail to restrain their imaginations and attempt to devise too many new trick methods. I have always maintained that there was nothing mysterious about sales promotion and merchandising. The only mysterious thing about them is that so few people realize how simple they are.

An editor hasn't time to read a long letter. I just want to add my compliments and congratulations.—*Jack Dimond.*

We'll Remedy That

JACKSONVILLE, FLA.—Want to call your attention to the fact that in spite of the way MOTOR AGE has improved it is still one of the rottenest books that I get, from one standpoint;



that is that the distance between the covers is entirely too short.—*K. H. G.*

Nothing Could Be Fairer

BETHEL, ME.—I am a satisfied reader of MOTOR AGE.—*Parker J. Conner.*

From a Fair Admirer

CHICAGO—Congratulations and best wishes.—*E. R. Cameron.*

Prices, Weight and Equipment of Current Passenger Car Models

Important Changes in Specifications and Price Tables since last issue.

CHRYSLER OAKLAND PAIGE PONTIAC

Passengers and Model F.O.B. Price Doors Shipping Weight Standard Equipment

AUBURN "6-66"				
24p. Roadster.....	\$1095	2	2390	aghrw
5p. Touring.....	1145	4	2390	aghrw
24p. Cabriolet.....	1295	2	2390	aghrw
5p. Sp. Sedan.....	1195	2	3040	aghrw
5p. Sedan.....	1295	4	3080	aghrw
5p. Wand. Sedan.....	1345	4	3040	aghrw
"8-77"				
24p. Roadster.....	1395	2	2390	aghrw
5p. Touring.....	1445	4	2390	aghrw
24p. Cabriolet.....	1595	2	2390	aghrw
5p. Sp. Sedan.....	1495	2	3350	aghrw
5p. Sedan.....	1695	4	3390	aghrw
5p. Wand. Sedan.....	1745	4	3390	aghrw
"8-88"				
24p. Sp. Rdster.....	1995	2	3180	aghrw
5p. Touring.....	2045	4	3200	aghrw
24p. Cabriolet.....	2095	2	3200	aghrw
5p. Sp. Sedan.....	2095	2	3380	aghrw
5p. Sedan.....	2195	4	3450	aghrw
5p. Wanderer.....	2245	4	3450	aghrw
147" W.B.				
7p. Touring.....	2295	4	4200	aghrw
7p. Sedan.....	2595	4	4200	aghrw

BUICK "115"				
4p. DeL. Rdstr.....	\$1195	2	2990	ahmnr
5p. Touring DeL.....	1225	4	3040	ahmnr
24p. Coupe.....	1195	2	3110	ahmnr
5p. 2d. Sedan.....	1195	2	3215	ahmnr
5p. 4d. Sedan.....	1295	4	3300	ahmnr
4p. Ctry. Club.....	1275	4	3190	ahmnr
5p. Town Bro'm.....	1375	4	3305	ah
"120"				
4p. Coupe.....	1465	2	3800	ahmnr
5p. 4d. Sedan.....	1495	4	3870	ahmnr
5p. Town Bro'm.....	1575	4	3940	ahmnr
"128"				
24p. Sp. Rdster.....	1495	2	3655	aghrw
4p. Sp. Touring.....	1525	4	3735	aghrw
5p. Coupe.....	1850	2	3940	ahmnr

Passengers and Model	F.O.B. Price	Doors	Shipping Weight	Standard Equipment
3p. Ctry. Club.....	1765	2	3905	aghrw
5p. Bro. Sedan.....	1925	4	4050	aghrw
7p. Sedan.....	1995	4	4115	aghrw
CADILLAC "Standard" 132" W.B.				
5p. Brougham.....	\$2995	2	4170	aghrw
2p. Coupe.....	3100	2	4105	aghrw
5p. Victoria.....	3195	2	4190	aghrw
5p. Sedan.....	3250	4	4270	aghrw
2p. Sp. Coupe.....	3500	2	4460	aghrw
5p. Sp. Sedan.....	3650	4	4590	aghrw
138" W.B.				
7p. Sedan.....	3400	4	4420	aghrw
7p. Imperial.....	3535	4	4480	aghrw
"Custom" 132" W.B.				
2p. Roadster.....	3350	2	4220	aghrw
2p. Conv. Coupe.....	3450	2	4220	aghrw
138" W.B.				
7p. Touring.....	3450	4	4285	aghrw
4p. Phaeton.....	3450	4	4275	aghrw
4p. Sp. Phaeton.....	3975	4	4705	aghrw
5p. Coupe.....	3855	2	4465	aghrw
5p. Sedan.....	3995	4	4465	aghrw
5p. Suburban.....	4125	4	4580	aghrw
7p. Im. Suburb.....	4350	4	4615	aghrw

CHANDLER "Big Six"				
24p. Roadster.....	\$1695	2	3200	ahmnr
7p. Touring.....	1695	4	3360	ahmnr
5p. Met. Sedan.....	1595	4	3570	ahmnr
4p. Coupe.....	1675	2	3485	ahmnr
4p. Ctry. Club.....	1675	2	3435	ahmnr
5p. DeL. Sedan.....	1695	4	3570	ahmnr
7p. Sedan.....	1895	4	3725	ahmnr
"Spec. Six"				
5p. Touring.....	1145	4	2890	ah
5p. Sp. Touring.....	1295	4	2940	ah
3p. Coupe.....	1195	2	3050	ah
3p. DeL. Coupe.....	1285	2	3050	ah
5p. Sedan.....	1295	4	3270	ah
5p. Sedan DeL.....	1345	4	3270	ah
"Std. 6"				
5p. Touring.....	945	4	2475	ah
5p. DeL. Touring.....	1005	4	2565	ah
24p. Rdstr.....	1135	2	2470	ah
5p. Sedan.....	995	4	2740	ah
3p. Coupe.....	1035	2	2630	ah
5p. DeL. Sedan.....	1135	4	2740	ah
3p. DeL. Coupe.....	1125	2	2630	ah
"Roy. St. 8"				
7p. Touring.....	2195	4	3645	ahmnr
4p. Roadster.....	2195	2	3435	ahmnr
4p. Coupe.....	2195	2	3610	ahmnr
4p. Ctry. Club.....	2195	2	3610	ahmnr
5p. Sedan.....	2195	4	3760	ahmnr
7p. Sedan.....	2295	4	3870	ahmnr

CHEVROLET "AA"				
2p. Roadster.....	\$ 525	2	1890	dr
5p. Touring.....	525	4	1965	dr
2p. Util. Cpe.....	625	2	2090	dr
5p. Coach.....	595	2	2190	dr
5p. Sedan.....	695	4	2275	dr
24p. Cabriolet.....	715	2	2135	dr
5p. Land. Sedan.....	745	4	2270	dr
Imp. Land.....	780	4	2260	dr

CHRYSLER "52"				
5p. Touring.....	\$ 750	4	2210	ar
24p. Roadster.....	725	2	2210	ar
2p. Coupe.....	725	2	2355	ar
5p. Sedan.....	735	2	2350	ar
5p. Sedan.....	795	4	2455	ar
5p. De L. Sedan.....	875	4	2390	ahr
"62"				
5p. Touring.....	1095	4	2645	aghrw
24p. Roadster.....	1175	2	2625	aghrw
5p. Sedan.....	1145	2	2770	aghrw
5p. Sedan.....	1245	4	2840	aghrw
24p. Coupe.....	1245	2	2750	aghrw
5p. Land. Sedan.....	1295	4	2855	aghrw
"70"				
24p. Roadster.....	1495	2	2845	aghrw
5p. Phaeton.....	1395	4	2930	aghrw
5p. Sp. Phaeton.....	1495	4	2905	aghrw
4p. Coupe.....	1595	2	2905	aghrw
24p. Roy. Coupe.....	1545	2	3000	aghrw
5p. Brougham.....	1525	2	3090	aghrw
5p. Roy. Sedan.....	1595	4	3150	aghrw
24p. Cabriolet.....	1745	2	2935	aghrw
5p. Crown Sedan.....	1795	4	3160	aghrw
"80"				
5p. Phaeton.....	2495	4	3925	aghrw
24p. Roadster.....	2595	2	3805	aghrw
7p. Phaeton.....	2645	4	4115	aghrw
24p. Sp. Roadster.....	2695	2	3805	aghrw
5p. Sp. Phaeton.....	2895	4	4240	aghrw
5p. Std. Sedan.....	2675	4	4155	aghrw
5p. Std. Landau.....	2795	4	4215	aghrw
7p. Std. Sedan.....	2895	4	4370	aghrw
5p. Sedan.....	3195	2	4260	aghrw
5p. Land. Sedan.....	3295	4	4220	aghrw
7p. Sedan.....	3295	4	4370	aghrw
5p. Coupe.....	3095	2	4220	aghrw
24p. Cabriolet.....	3495	2	4065	aghrw
5p. Sedan Lim.....	3595	4	4260	aghrw
7p. Sedan Lim.....	3595	4	4450	aghrw
5p. Town Car.....	5495	4	4265	aghrw

CUNNINGHAM "V-7"				
7p. Touring.....	\$6650	4	4600	Ceghijklmnp
4p. Sp. Touring.....	6150	4	4500	Ceghijklmnp
4p. Coupe.....	7600	2	4700	Ceghijklmnp
6p. Limousine.....	\$1000	4	5000	Ceghijklmnp

DAVIS "92-27"				
5p. Leg. Tour.....	\$1395	4	2915	Dhmnr
5p. Sedan.....	1595	4	3000	Dhmnr
5p. Imp. Sedan.....	1795	4	3055	Dghmnort
"94-27"				
5p. Roadster.....	1245	2	2350	dhr
5p. Touring.....	1285	4	2500	dhr
5p. Sedan.....	1285	4	2570	dhr
5p. Coupe.....	1285	2	2375	dhr
5p. Imp. Sedan.....	1385	4	2575	Dghmnort
"98-27"				
5p. Polo Rdstr.....	1795	2	3000	aghrw
5p. Touring.....	1795	4	3050	aghrw
4p. Coupe.....	1865	2	3150	aghrw
5p. Emp. Sedan.....	1885	4	3200	aghrw

DIANA "St. 8"				
5p. Phaeton.....	\$1595	4	3100	agmn
5p. Roy. Roadster.....	1695	2	2995	agmnw
5p. P.B. Rdstr.....	1795	2	2995	Bgmnrw
5p. Cab. Rdstr.....	1995	2	3160	agmn
5p. Cab Rdstr.....	2295	2	3160	agmn
5p. 4d. Sedan.....	1995	4	3275	aghrw
5p. 2d. Sedan.....	1695	2	3170	aghrw
135" W.B.				
7p. Touring.....	1695	4	3336	agmn

Passengers and Model	F.O.B. Price	Doors	Shipping Weight	Standard Equipment
DODGE BROS.				
116" W.B.				
2p. Roadster.....	\$795	2	2439	Ar
5p. Touring.....	795	4	2584	Ar
2p. Spec. Rdstr.....	845	2	2530	Aehr
5p. Spec. Tour.....	845	4	2679	Aehr
2-4p. Roadster.....	975	2	2646	behr
2-4p. Conv't Cpe.....	995	2	2727	Behr
2p. Coupe.....	845	2	2613	Ar
2p. Spec. Coupe.....	895	2	2702	Aehr
5p. Sedan.....	895	4	2828	Ar
5p. Spec. Sedan.....	945	4	2924	Aehr
5p. DeL. Sedan.....	1075	4	2912	Dehor
108" W.B.				
5p. Sedan.....	875	4
5p. DeL. Sedan.....	975	4
2p. Coupe.....	855	2
4p. Cab. Rdstr.....	955	2
"Senior 6"				
4p. Cab. Rdstr.....	1595	aebrnx
5p. Sedan.....	1595	4	3412
4p. Coupe.....	1570	2	2315
du PONT "E"				
4p. Roadster.....	\$2800	3700	afghkmn
5p. Touring.....	2800	4	3850	afghkmn
4p. Coupe.....	3200	3850	afghkmnt
5p. Sedan.....	3400	4100	afghkmnt
5p. Con. Sedan.....	3750	4	4100	Bfghkmnt
ELCAR "6-70"				
5-7p. Touring.....	\$1275
4p. Land. Rdstr.....	1475	2	2580	ahjmnr
4p. Brougham.....	1295	2	2670	ahjmnr
5p. Sedan.....	1395	4	2750	ahjmnr
"8-82"				
5-7p. Touring.....	1645
2-4p. Roadster.....	1870	2	3320	aeghmnr
5p. Brougham.....	1595	2	3410	aeghmnr
5p. Sedan.....	1790	4	3490	aeghjmnr
"8-90"				
7p. Touring.....	2465	4	3675	aeghkmnr
4p. Land. Rdstr.....	2295	2	3620	aeghmnr
5p. Brougham.....	2195	2	3710
5p. Sedan.....	2265
5p. Sedan.....	2465	4	3895	aeghilmnort
7p. Sedan.....	2765	4	4245	aeghkmnr
ERSKINE "6"				
5p. Tourer.....	\$915	4	2300	aebrnr
...Spt. Rdstr.....	965
2p. Bus. Coupe.....	895	2	2265	aebrnr
2-4p. Spt. Coupe.....	965	2	2330	aebrnr
5p. Cus. Sedan.....	965	4	2400	aebrnr
ESSEX				
"Super Six"				
2p. Speedabout.....	\$700	2	2150	amnr
4p. Speedster.....	785	4	2230	amnr
2p. Coupe.....	735	2	2240	ahmr
5p. Coach.....	735	2	2450	ahmr
5p. Sedan.....	835	4	2530	ahmr
FALCON-KNIGHT				
...Roadster.....	\$1045	2450	ghr
...Touring.....
...Coupe.....	995	2565	ghr
...Laudau.....	1145	2735	ghrtu
5p. Brougham.....	\$995	2665	ghr
5p. Sedan.....	1095	2700	ghor
FLINT "60"				
5p. Touring.....	\$1250	4	2750	aebrnr
4p. Spt. Rdstr.....	1350	2	2885	Aebrnrw
4p. Cpe. Rdstr.....	1395	2	2890	aebrnr
5p. Sedan.....	1395	4	3030	aebrnr
5p. Brougham.....	1395	2	3010	aebrnr
"80"				
120" W.B.				
5p. Touring.....	1450	4	3245	aebrnr
4p. Spt. Tour.....	1595	4	3395	aebrnrwx
4p. Coupe.....	1795	2	3500	aebrnr
5p. Sedan.....	1850	4	3625	aebrnr
130" W.B.				
7p. Touring.....	1595	4	3470	afbrnr
7p. Sedan.....	2050	4	3380	aebrnr
"Z-18"				
5p. DeL. Coach.....	895	4	2580	aebrnr

Prices, Weights and Equipment of Current Passenger Car Models

Passenger and Model	F.O.B. Price	Doors	Shipping Weight	Standard Equipment
FORD "T"				
2p. Runabout...	\$360	2	1658	a
5p. Touring...	380	4	1732	a
2p. Coupe...	485	2	1820	a
5p. Tudor Sedan...	495	2	1950	a
5p. Fordor Sedan...	545	4	2002	B
FRANKLIN "11-B"				
3p. Spt. Rdster...	\$2690	2	3015	aeghklrx
5p. Touring...	2635	4	2975	aeghklprx
5p. Coupe...	2490	2	3105	aeghklprx
3-5p. Coupe...	2565	2	3150	aeghklprx
4p. Victoria...	2740	2	3165	aeghklprx
5p. Sedan...	2790	4	3230	aeghklprx
5p. Ox. Sedan...	2815	4	3230	aeghklprx
5-7p. Sedan...	2840	4	3240	aeghklprx
5p. Spt. Sedan...	2910	4	3305	aeghklrx
7p. Limousine...	2940	4	3360	aeghklprx
GARDNER "80"				
4p. Roadster...	\$1395	2	3030	amnr
4p. Rdstr. DeL...	1495	2	3030	aeghmnr
5p. Bro'm Coupe...	1695	2	3375	amnr
4p. Vic. Coupe...	1695	2	3375	amnr
5p. Sedan...	1795	4	3370	aeghmnr
5p. Bro. Cpe. DeL...	1795	4	3375	aeghmnr
4p. Vic. Cpe. DeL...	1795	2	3375	aeghmnr
2-4p. Roadster...	1995	2	3400	deghmnr
4p. Land. Rdstr...	2295	2	3475	deghmnr
5p. Brougham...	2295	4	3690	deghmnr
5p. Sedan...	2295	4	3730	deghmnr
5p. Victoria...	2295	4	3690	deghmnr
HUDSON "Super Six"				
"Std. Line"				
5p. Coach...	\$1285	2	3505	aghjmr
5p. Sedan...	1385	4	3620	aghjmr
"Custom"				
7p. Phaeton...	1600	4	3565	agmnr
4p. Brougham...	1575	4	3660	aghjmr
7p. Sedan...	1850	4	3870	aghjmr
HUPMOBILE "A-1"				
5p. Touring...	\$1325	4	2620	cghnr
2-4p. Roadster...	1385	2	2660	aghnr
2-4p. Coupe...	1385	2	2800	cghnr
5p. Sedan...	1385	4	2800	cghnr
5p. Brougham...	1385	2	2890	cghnr
"E-3"				
5p. Touring...	1945	4	3300	eghnrx
7p. Touring...	2045	4	3360	eghnrvx
2-4p. Roadster...	2045	2	3355	eghnrvx
5p. Brougham...	2245	2	3515	j
2-4p. Coupe...	2345	2	3465	dghrx
5p. Sedan...	2345	4	3545	aghrx
5p. Victoria...	2345	2	3525	aghnrx
7p. Sedan...	2495	4	3360	ehr
7p. Sedan Lim...	2595	4	3360	ahnrx
JORDAN "R"				
4p. Blue Boy...	\$1745	2	2775	aghjmr
4p. Spt. Salon...	1595	2	2775	aghjmr
2-4p. Tomboy...	1595	2	2775	aghjmr
5p. Sedan...	1595	4	2775	aghjmr
"J-1"				
4p. Playboy...	1545	2	2915	aghmnr
2-4p. Sp. Coupe...	1695	2	3070	aghmnr
5p. Cus. Sedan...	1695	4	3200	aghmnr
4p. Cus. Vict...	1695	2	3200	aghmnr
"AA"				
2-4p. Playboy...	2345	2	3200	aghmnr
2-4p. Sp. Coupe...	2495	2	3340	aghmnr
4p. Cus. Vict...	2495	2	3470	aghmnr
5p. Cus. Sedan...	2495	4	3470	aghmnr
KISSEL "6-55"				
124" W.B.				
5p. Phaeton...	\$1685	4	3020	ahmnr
4p. Speedster...	1895	2	3160	ah
4p. Coupe Rd...	1895	2	3483	ahmnr
5p. Brougham...	1695	2	3300	ahmnr
5p. Spec. Bro'm...	1795	2	3486	ah
5p. Bro'm Sedan...	1895	4	3440	ah
5p. Conv. Bro'm...	2295	4	3378	
131" W.B.				
7p. Touring...	1785	4	3660	ah
4p. Tourster...	1895	4	3225	ahmnr
5p. Br'm Sedan...	2095	4	3596	ah
7p. Sedan...	2295	4	3770	ahmnr
"8-65"				
125" W.B.				
5p. Phaeton...	1885	4	3240	ahmnr
4p. Speedster...	2095	2	3155	ahmnr
4p. Cp. Rdstr...	2095	2	3343	ahmnr
5p. Brougham...	1895	2	3340	ahmnr
5p. Spec. Bro'm...	1995	2	3345	ahmnr
5p. Bro'm Sedan...	2095	2	3400	ahmnr
5p. Conv. Bro'm...	2495	4	3518	ahmnr
132" W.B.				
7p. Touring...	1985	4	3360	ahmnr
4p. Tourster...	2095	4	3155	ahmnr
5p. Bro'm Sedan...	2295	4	3455	ahmnr
7p. Sedan...	2495	4	3630	ahmnr
"8-75"				
131" W.B.				
5p. Phaeton...	2185	4	3220	ahmnr
4p. Speedster...	2395	2	3360	ahmnr
4p. Cpe. Rdstr...	2395	2	3578	ahmnr
5p. Brougham...	2195	2	3565	ahmnr
5p. Spec. Bro'm...	2295	2	3671	ahmnr
5p. Bro'm Sedan...	2395	4	3760	ahmnr
5p. Conv. Bro'm...	2795	4	3863	ahmnr
139" W.B.				
7p. Touring...	2285	4	3630	ahmnr
4p. Tourster...	2395	4	3335	ahmnr
5p. Bro'm Sedan...	2595	4	3755	ahmnr
7p. Sedan...	2795	4	3975	ahmnr
5p. Sedan DeL...	2985	4	3910	aeghmorvx
7p. Sedan DeL...	3495	4	4080	aeghmorvx
7p. Ber. Sedan...	3585	4	4125	aeghmorvx
LA SALLE				
2-4p. Roadster...	\$2525	2	3702	aeghlmpnx
4p. Phaeton...	2495	4	3716	aeghlmpnx
2-4p. Coupe...	2585	2	3834	aeghlmpnx
2-4p. Conv. Cpe...	2635	2	3835	aeghlmpnx
4p. Victoria...	2635	2	3795	aeghlmpnx
5p. Town Sedan...	2650	4		
5p. Sedan...	2685	4	4063	aeghlmpnx
LINCOLN "8"				
2p. Spt. Rdster...	\$4600	2	4930	aegklmpnx
7p. Spt. Touring...	4600	4	4920	aegklmpnx
4p. Phaeton...	4600	4	4960	begklmpnx
4p. Coupe...	4600	2	4910	aegklmpnx
4p. Sedan...	4800	4	4920	aegklmpnx
5p. Sedan...	4800	4	5030	aegklmpnx
7p. Sedan...	5000	4	5050	aegklmpnx
7p. Limousine...	5200	4	5180	aegklmpnx
LOCOMOBILE "8-70"				
5p. Brougham...	\$1975	4	3330	afghkmnrx
5p. Sedan...	1975	4	3335	afghkmnrx
... Collap. C'pe...	1995			afghkmnrx
... DeL. Sedan...				afghkmnrx
5p. DeL. Bro'm...				
"8-80"				
4p. Spt. Touring...	2850			aeghklmpnr
4p. Collap. Coupe...				
5p. Sedan...				
5. Brougham...				
7p. Sedan...				
7p. Sub. Sedan...				
"48"				
4p. Sportif...	5030	4		afghklrnx
Roadster...				
7p. Touring...	5330			afghklrnx
7p. Tour Lim...	5640			afghklrnx
6p. Brougham...	5464			afghklrnx
5p. Vic. Sedan...	5600			afghklrnx
7p. Lim. Enc. Dr...	5868			afghklrnx
7p. Cabriolet...	5624			afghklrnx
"90"				
4p. Sportif...	5900	4	4475	aeghklmpnr
4p. Roadster...				
7p. Touring...				
5p. Vic. Sedan...				
7p. Suburban...				
7p. Cabriolet...				
Collap. Cab...				
7p. Town Bro'm...				
7p. Cabriolet...				
Collap. Cab...				
MCFARLAN "Str. 8"				
131" W.B.				
4p. Roadster...	\$3050	2	3400	Ceghlmpnrwx
5p. Touring...	3180	4	3400	afghmnr
4p. Sp. Phaeton...	3180	4	3400	alghimprx
4p. Coupe...	3180	2	3650	afghlmpnr
5p. Sedan...	3180	4	3650	afghlmpnr
5p. Coach Bro'm...	3180	4	3650	afghlmpnr
5p. Town Car...	4600	4	3750	afghlmpnr
136" W.B.				
7p. Sedan...	3680	4	3700	afghlmpnr
7p. Sub. Sedan...	3780	4	3700	afghlmpnr
"TV"				
2p. Roadster...	5800	2	4000	Aeghlmpnr
4p. Spt. Tour...	5600	4	4600	Ceghlmpnr
4. Tour. Sedan...	6720	4	5200	Cfghlmpnr
7p. Touring...				
6p. Sedan...				
7p. Sub. Sedan...				
7p. Town Car...				
MARMON "Little"				
2p. Speedster...	\$1895	2	3019	aeghlmpnr
4p. Speedster...	1965	4	2977	aeghlmpnr
4p. Sedan...	1795	2	3030	aeghlmpnr
2p. Coupe...	1895	2	3053	aeghlmpnr
4p. Brougham...	1895	4	3090	
4p. Sedan...	1895	4	3092	aeghlmpnr
2p. Coupe Rdstr...	1995	2	3054	aeghlmpnr
4p. Victoria...	2595	2	3116	aeghlmpnr
5p. Cus. Sedan...	2595	4	3119	aeghlmpnr
5p. Cus. Sedan...	2595	4	3172	aeghlmpnr
4p. Town Cab...	3125	4	3040	aeghlmpnr
"E-75"				
2p. Speedster...	3485	2	4251	aeghlmpnr
4p. Speedster...	3485	2	4256	aeghlmpnr
5p. Phaeton...	3485	4	4017	aeghlmpnr
7p. Tour. Speed...	3565	4	4480	aeghlmpnr
2p. Coupe Rdstr...	3565	2	4374	aeghlmpnr
5p. Town Coupe...	3195	2	4452	aeghlmpnr
2p. Coupe...	3485	2	4373	aeghlmpnr
4p. Victoria...	3485	2	4346	aeghlmpnr
5p. Brougham...	3565	4	4525	aeghlmpnr
5p. Sedan...	3565	4	4498	aeghlmpnr
7p. Sedan...	3640	4	4620	aeghlmpnr
5p. Cus. Sedan...	3960	4	4515	aeghlmpnr
7p. Cus. Sedan...	4075	4	4678	aeghlmpnr
7p. Cus. Limou...	4175	4	4718	aeghlmpnr
MOON "6-60"				
3p. Roadster...	\$995	2	2295	an
5p. Phaeton...	995	4	2340	an
3-5p. DeL. Rdstr...	1095	2	2330	dn
3-5p. Roy. Rdstr...	1195	2	2330	anw
3-5p. Roy. Cab...	1295	2	2575	an
3-5p. Cab. Rdstr...	1195	2	2575	dn
5p. Coach...	1045	2	2420	an
5p. 2d. Sedan...	1145	2	2520	dn
5p. Roy. Sedan...	1195	2	2520	ahin
5p. 4d. Sedan...	1245	4	2605	dn
5p. Roy. Sedan...	1295	4	2605	ah
5p. Cust. Sedan...	1395	4		ah
"A"				
5p. Touring...	1195	4	2560	dn
5p. Roy. Rdstr...	1595	2	2720	dn
5p. Cab. Rdstr...	1595	2	2720	dn
... Collap. Cab...	1795			
5p. Sedan DeL...	1395	2	2710	dno
5p. Sedan DeL...	1545	4	2860	dno
... Spec. Sedan...	1545	4		
NASH "Std. 6"				
5p. Touring...	\$865	4		Dghnr
2p. Coupe...	875	2	2345	Dghnr
5p. Sedan...	895	2	2450	Dghnr
5p. Sedan...	995	4	2500	Dghnr
5p. Land. Sedan...	1085	4	2610	Dghnr
"Special"				
4p. Roadster...	1225	2	2980	Dhnr
5p. Touring...	1135	4	2980	Dhnr
4p. Cabriolet...	1290	4	3070	Dghnr
2p. Bus. Coupe...	1165	2	3030	Dhnr
5p. Sedan...	1215	2	3150	Dhnr
5p. Sedan, 4d...	1335	4	3250	Dghnr
"Advanced"				
121" W.B.				
4p. Roadster...	1475	2	3390	Dghmnr
5p. Touring...	1340	4	3400	Dghmnr
5p. Sedan...	1425	2	3550	Dghmnr
5p. Sedan...	1545	4	3650	Dghmnr
127" W.B.				
7p. Touring...	1440	4	3480	Dghmnr
5p. Sp. Touring...	1540	4	3500	Bghmnr
5p. Victoria...	1595	2	3640	Dghnr
4p. Coupe...	1775	2	3580	Dghmnr
5p. Amb. Sedan...	1925	4	3800	Dghnr
7p. Sedan...	1990	4	3830	Dghnr
OAKLAND "6"				
5p. Sp. Phaeton...		4	2620	aejh
5p. Sp. Rdster...	1075	2	2590	aejh
... Cabriolet...	1145			
5p. 2d. Sedan...	1045	2	2745	abu
3p. Land. Coupe...	1045	4	2705	abu
5p. 4d. Sedan...	1145	4	2855	abu
5p. Land. Sedan...	1265	4	2885	aechnou
OLDSMOBILE "30-E"				
5p. Sp. Touring...	\$895	4	2490	ceghimnr
4p. DeL. Rdster...	895	2	2317	cehmnr
2p. Coupe...	875	2		
5p. Sedan 2d...	875	2		
5p. Sedan 4d...	975	4		
4p. Sp. Coupe...	965	2	2650	ceghimnr
5p. Landau...	1075	4	2780	ceghimnr

KEY TO SYMBOLS

- A**—Wood wheels with spare.
a—Wood wheels.
B—Wire wheels with spare.
b—Wire wheels.
C—Optional wheels with spare.
c—Type of wheels optional.
- D**—Disk wheels with spare.
d—Disk wheels.
e—Front and rear bumpers.
f—Front bumper.
g—Shock absorbers or snubbers.
h—Automatic windshield wiper.
- i**—Trunk and trunk rack.
j—Trunk rack, no trunk.
k—Spare tire.
l—Spare tire lock.
m—Engine heat indicator.
n—Dash gasoline gauge.
- o**—Car heater.
p—Cigar lighter.
r—Rear traffic signal.
s—Spotlight.
t—Vanity and smoking set.
u—Smoking set.
- v**—Vanity set.
w—Windshield wings.
x—Clock.
z—Overall length.
\$—Prices on application.

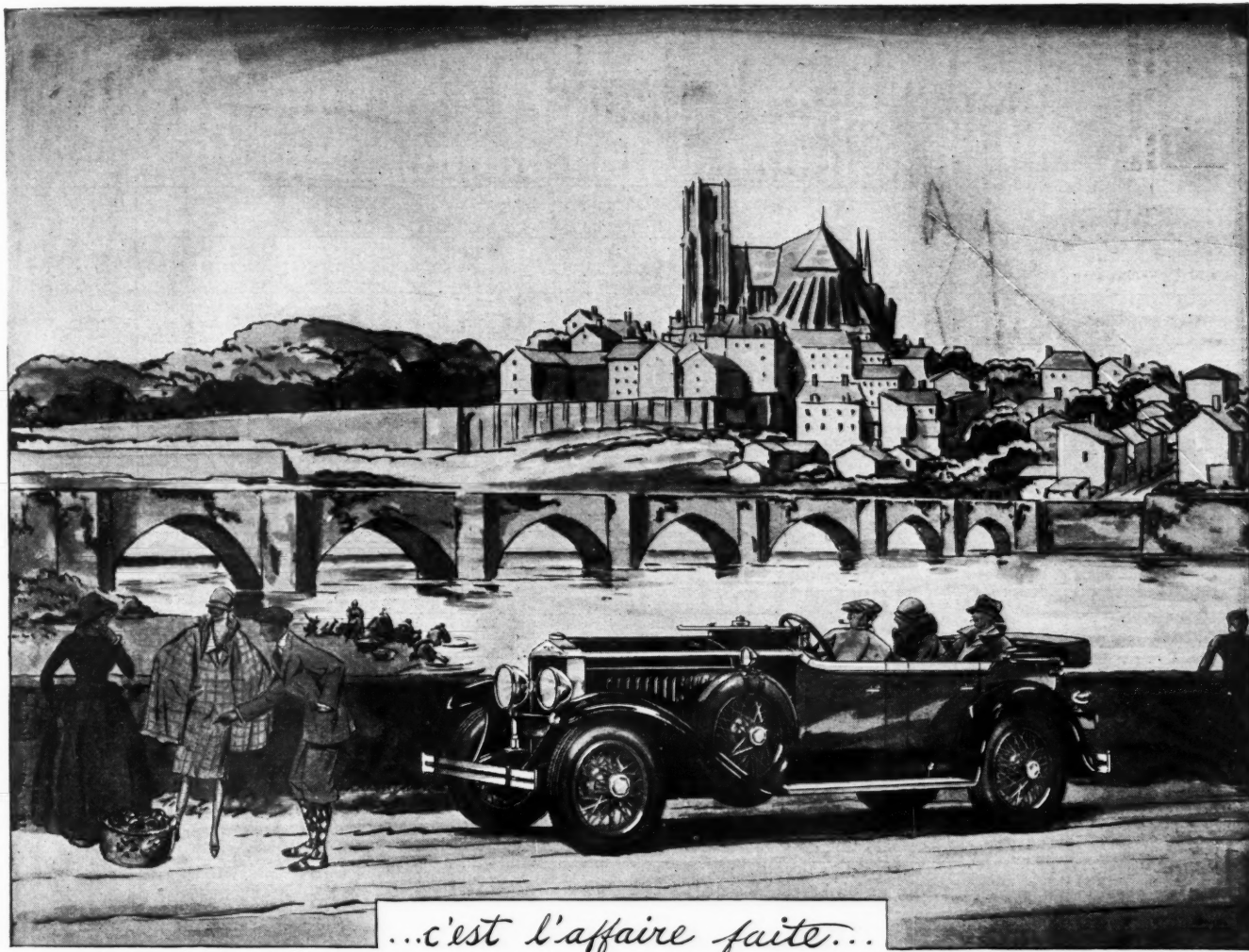
Prices, Weights and Equipment of Current Passenger Car Models

Passengers and Model	F.O.B. Price	Doors	Shipping Weight	Standard Equipment	Passengers and Model	F.O.B. Price	Doors	Shipping Weight	Standard Equipment	Passenger and Model	F.O.B. Price	Doors	Shipping Weight	Standard Equipment	Passengers and Model	F.O.B. Price	Doors	Shipping Weight	Standard Equipment
OVERLAND					7p. Limousine.....	2695	4	3750	aghlmnrvtx	ROAMER					2p. Coupe.....	1195	2	2325	deghmnr
5p. Touring.....	\$625	4	1985	ag	5p. DeL. Sedan....	2785	4	3600	aghlmnrvtx	2p. Roadster.....	\$1495	2	2325	deghmnr	4p. Coupe.....	1295	2	2325	deghmnr
24p. Roadster....	695	2	1930	agh	7p. DeL. Sedan....	2995	4	3700	aghlmnrvtx	4p. Coupe.....	1495	2	2325	deghmnr	5p. Victoria.....	1295	2	2325	deghmnr
2p. Coupe.....	625	2	2025	ag	"6-80"					5p. Sedan.....	1795	2	2325	deghmnr	5p. Sedan.....	1195	4	3235	deghmnr
2p. Coach.....	625	2	2075	ag	5p. Phaeton.....	1395	4	2850	aghlmnrw	5p. Sedan.....	1795	2	2325	deghmnr	"Commander"				
5p. Sedan.....	725	4	2185	agh	24p. Roadster....	1495	2	3025	ceghlmnrw	2p. Coupe.....	\$1985	2	3410	ag	4p. Roadster....	1595	2	2325	deghmnr
5p. Landau.....	755	4	2230	agh	24p. Coupe.....	1565	2	2975	aghlmnrw	5p. Brougham....	1985	2	3440	ag	2p. Coupe.....	1495	2	3395	deghmnr
"6" Whippet					5p. 2d. Sedan....	1395	2	3000	aghlmnrw	5p. Sedan.....	1985	4	3570	ag	4p. Victoria....	1495	2	3510	deghmnr
24p. Roadster....	825	2	2225	agh	5p. Std. Sedan....	1595	4	3125	aghlmnr	"8-88"					5p. Sedan.....	1495	4	3570	deghmnr
5p. Touring.....	765	4	2270	agh	5p. Del. Sedan....	1795	4	3100	Deghlmnrw	5p. Tourer.....	2495	4	3650	cg	4p. Cpe Regal..	1625	2	3465	deghmnr
2p. Coupe.....	795	2	2305	agh	"6-90"					5p. Sedan.....	2985	4	3880	cg	4p. Vic. Regal..	1625	2	3465	deghmnr
5p. Coach.....	795	2	2405	agh	5p. Phaeton.....	1695	4	2930	aghlmnrw	7p. Sedan.....	3285	4	3980	cg	5p. Sed. Regal..	1625	2	3465	deghmnr
5p. Sedan.....	875	4	2440	agh	24p. Roadster....	1695	2	2960	aghlmnrw	"President"					7p. Tourer.....	1795	4	4050	deghmnr
5p. Landau.....	925	4	2490	aght	4p. Coupe.....	1725	2	3050	aghlmnr	7p. Sedan.....	1985	4	4050	deghmnr	7p. Limousine...	2250	4	4080	deghmnr
PACKARD					4p. Sedan.....	1895	2	3150	aghlmnr	ROLLS ROYCE					STUTZ "AA"				
4p. Runabout.....	\$2275	2	3545	Deghlmnrpx	5p. Sedan.....	1895	4	3200	aghlmnr	"Si. Ghost"					24p. Sp'dster....	\$3150	2	4058	aghlmnrpxw
5p. Phaeton.....	2275	4	3590	Deghlmnrpx	5p. Landau.....	1995	4	3250	aghlmnr	Open Models....	4p. Speedster....	3160	4	4175	aghlmnrpxw
5p. Sedan.....	2285	4	3925	Deghlmnrpx	"133 1/2" W.B.					Closed Models..	24p. Coupe.....	3165	4	4182	aghlmnrpx
5p. Phaeton.....	2385	24p. Roadster....	2995	2	3650	Deghlmnrpx	Open Models....	4p. Viet. Coupe..	3175	4	4176	aghlmnrpx
4p. Runabout.....	2385	7p. Sedan.....	3595	4	4050	Deghlmnrpx	Closed Models..	5p. Brougham....	3195	4	4334	aghlmnrpx
7p. Touring.....	2485	4	3790	Deghlmnrpx	5p. Ber. Lim....	3795	4	4100	Deghlmnrpx	STAR "4"					5p. Sedan.....	3195	4	4340	aghlmnrpx
4p. Coupe.....	2685	2	3925	deghint	PIERCE ARROW					5p. Land. Sedan..	3345	4	4340	aghlmnrpx	5p. Land. Sedan..	3345	4	4340	aghlmnrpx
5p. Club Sedan..	2685	4	4015	Deghlmnrpx	2p. Runabout....	\$2495	2	3285	aghlrpx	2p. Con. Rdstr....	\$550	2	1850	a	5p. Tour. Bro'm..	3685	4	4566	aghlmnrpx
7p. Sedan.....	2685	4	4070	Deghlmnrpx	7p. Phaeton.....	2895	4	3440	aghlrpx	5p. Touring.....	550	4	1920	a	7p. Sedan.....	3685	4	4566	aghlmnrpx
7p. Sedan Lim....	2785	4	4130	Deghlmnrpx	4p. Phaeton.....	3095	4	3300	aghlrpx	5p. Coach.....	650	2	1965	ah	7p. Sedan Lim....	3785	4	4731	aghlmnrpx
4p. Runabout.....	3975	4p. Conv't Coupe	3350	2	5p. Sedan.....	765	4	2200	ah	"AA DeLuxe"				
5p. Phaeton.....	3975	5p. Brougham....	2495	2	3470	aghlrpx	5p. Touring.....	725	4	2070	a	2p. Speedster....	3250	2	4058	aghlmnrpxw
7p. Touring.....	4050	4	4250	Deghlmnrpx	5p. Sport Land..	3025	4	24p. Roadster....	885	2	2140	aghlmnrw	4p. Speedster....	3260	4	4175	aghlmnrpxw
4p. Coupe.....	4950	2p. Coupe.....	3100	2	3405	aghlrpx	24p. Cabriolet..	915	2	2260	aghlrpx	2p. Coupe.....	3265	2	4182	aghlmnrpx
5p. Club Sedan..	4950	4	4550	Deghlmnrpx	5p. Std. Sedan....	2895	4	3525	aghlrpx	2p. Coupe.....	795	2	2145	ahmr	4p. Viet. Coupe..	3275	2	4176	aghlmnrpx
7p. Sedan.....	5150	4	4660	Deghlmnrpx	7p. Std. Sedan....	3350	4	3620	aghlrpx	5p. Coach.....	845	2	2265	ahmr	5p. Brougham....	3320	4	4334	aghlmnrpx
7p. Sedan Lim....	5250	4	4700	Deghlmnrpx	24p. Coupe.....	3200	2	3450	aghlrpx	5p. Sedan.....	925	4	2340	ahmr	5p. Sedan.....	3320	4	4340	aghlmnrpx
PAIGE "6-45"					5p. Club Sedan..	3300	4	3565	aghlrpx	5p. Land. Sedan..	975	4	2335	ahmr	5p. Land. Sedan..	3470	4	4340	aghlmnrpx
5p. Touring.....	\$1095	4	aghlrpx	5p. Club Land....	3400	4	3570	aghlrpx	24p. Sp. Coupe..	975	2	2295	aghlrpx	5p. Tour. Bro'm..	3835	4	4566	aghlmnrpx
2p. Coupe.....	1095	2	2525	aghlrpx	7p. Enc. Dr. Lim.	3450	4	3680	aghlrpx	STEARNS-KNIGHT					7p. Sedan.....	3835	4	4566	aghlmnrpx
4p. Cab. Rdstr..	1195	2	2615	aghlrpx	4p. Coupe.....	3250	2	3420	aghlrpx	4p. Roadster....	\$3250	2	4252	aghlmnrpxw	7p. Sedan Lim....	3910	4	4731	aghlmnrpx
5p. Brougham....	1095	2	2660	aghlrpx	5p. Del. Sedan....	3895	4	3600	aghlrpx	4p. Touring.....	3250	4	4322	aghlmnrpxw	"AA Custom"				
5p. Sedan.....	1195	4	2760	aghlrpx	7p. Del. Sedan....	3995	4	3600	aghlrpx	4p. Cab. Rdstr..	3550	2	aghlmnrpx	2p. Coupe.....	3915	2	4182	aghlmnrpx
"6-65"					7p. Lim. Encl....	4045	4	3660	aghlrpx	5p. Cus. Sedan...	3350	4	4562	aghlmnrpx	4p. Viet. Coupe..	3925	2	4176	aghlmnrpx
4p. Roadster....	1395	2	3055	aghlmnrw	2p. Runabout....	5875	2	4560	aghlrpx	4p. Coupe.....	3450	2	4527	aghlmnrpx	5p. Sedan.....	3995	4	4340	aghlmnrpx
5p. Brougham....	1395	2	3215	aghlrpx	4p. Touring.....	5875	4	4510	aghlrpx	5p. Std. Sedan....	3450	4	4572	aghlmnrpx	24p. Cab C'pe..	3995	2	4090	aghlmnrpx
5p. Land. Bro'm..	1395	2	3115	aghlrpx	7p. Touring.....	5875	4	4585	aghlrpx	5p. Sedan Lim....	3700	4	4650	aghlmnrpx	VELIE				
5p. Sedan.....	1495	4	3280	aghlmnrpx	7p. Sedan.....	5875	4	4815	aghlrpx	5p. Cus. Sed. Lim.	3700	4	4637	aghlmnrpx	24p. Roadster....	\$1165
"6-75"					7p. Lim. Encl....	5875	4	4870	aghlrpx	7p. Sedan.....	3750	4	4702	aghlmnrpx	3p. Coupe.....	1165	2	2730	aghlrpx
7p. Touring.....	1655	4	3420	aghlmnrpx	3p. Coupe.....	6375	2	4760	aghlrpx	7p. Sedan Lim....	3950	4	4800	aghlmnrpx	5p. Sedan.....	1165	4	2810	aghlrpx
4p. Cab. Rdstr..	1895	2	3540	aghlmnrpx	4p. Cpe. Sedan..	6375	2	4795	aghlrpx	"G-885"					5p. Met. Sedan..	1325
5p. Sedan.....	1895	4	3550	aghlmnrpx	4p. Sedan.....	6375	4	4830	aghlrpx	4p. Roadster....	3950	2	4448	aghlmnrpxw	"Spec. 60"				
4p. Coupe.....	1895	2	3550	aghlmnrpx	7p. Enc. Dr. Lan.	6000	4	4895	aghlrpx	4p. Touring.....	3950	4	4633	aghlmnrpxw	5p. Club Ph'tn..	1450	4	3025	aghlmnrpx
7p. Sedan.....	1995	4	3765	aghlmnrpx	7p. Sedan Land..	6000	4	4840	aghlrpx	5p. Sedan.....	4650	4	4934	aghlmnrpx	4p. Coupe.....	1585	2	3260	aghlmnrpx
7p. Limousine...	2145	4	3805	aghlmnrpx	4p. Lim. Encl....	6375	4	4880	aghlrpx	7p. Sedan.....	4750	4	5027	aghlmnrpx	5p. Spec. Sedan..	1585	4	3335	aghlmnrpx
"8-85"					4p. Sedan.....	6475	4	4805	aghlrpx	7p. Sedan Lim....	4850	4	5009	aghlmnrpx	5p. Royal Sedan.	1635	4	3350	aghlmnrpx
7p. Touring.....	2195	4	3570	aghlmnrpx	2p. Coupe.....	6600	2	4745	aghlrpx	"G-885"					WILLIS-KNIGHT				
5p. Sedan.....	2255	4	3700	aghlmnrpx	4p. Sedan Land..	6600	4	4800	aghlrpx	4p. Roadster....	3950	2	4448	aghlmnrpxw	2p. Roadster....	\$1850	2	3645	aghlrpx
4p. Coupe.....	2495	2	3700	aghlmnrpx	4p. Encl. Land..	6600	4	4880	aghlrpx	4p. Touring.....	3950	4	4633	aghlmnrpxw	5p. Touring.....	1850	4	3684	aghlrpx
4p. Cabriolet..	2495	2	3690	aghlmnrpx	7p. Fr. Limou..	7500	4	4740	aghlrpx	4p. Cabriolet....	4550	2	4717	aghlmnrpxw	24p. Cab C'pe..	1995	2	3700	aghlrpx
7p. Sedan.....	2525	4	3910	aghlmnrpx	7p. Fr. Landau..	8000	4	4865	aghlrpx	4p. Coupe.....	4550	2	4882	aghlmnrpxw	5p. Foursome....	2095	4	3975	aghlrpx
7p. Limousine...	2665	4	3950	aghlmnrpx	PONTIAC "6"					5p. Sedan.....	4650	4	4934	aghlmnrpx	5p. Sedan.....	1995	4	3975	aghlrpx
PEERLESS					24p. Roadster....	\$745	2	2160	ah	7p. Limousine...	4950	4	5102	aghlmnrpx	135" W.B.				
24p. Roadster....	\$1295	2	2600	2p. Coupe.....	745	2	2275	ah	STUDEBAKER					7p. Touring.....	2495
24p. C'pe Rdstr..	1345	4	2725	5p. 2d. Sedan....	745	2	2375	ah	"The Dictator"					7p. Sedan.....	2850	4	4075	aghlrpx
5p. Sedan.....	1345	4	2895	a	4p. Sport Cab..	795	2	2345	a	5p. Tourer.....	\$1165	3080	deghmnr	7p. Limousine...	2950	4	4075	
"6-72"					5p. Land. Sedan..	845	4	2460	ah	5p. Du Phaeton..	1195	4	3105	deghmnr	"70-A"				
5p. Coupe.....	2295	2	3400	aghlmnrpx	5p. Del. Landau.	925	4	2510	ah	7p. Tourer.....	1245	3090	deghmnr	24p. Roadster....	1350	2	2965	aghlrpx
5p. Sedan.....	2395	4	3475	aghlmnrpx	REO "A"					4p. Roadster....	1245	5p. Touring.....	1295	4	2900	aghlrpx	
7p. Phaeton.....	1995	4	3175	aghlmnrpx	2p. Roadster....	\$1685	2	aghlrpx	4p. Cabriolet....	4550	2	4717	aghlmnrpxw	2p. Coupe.....	1295	2	2815	aghlrpx
24p. Roadster....	2195	2	3300	aghlmnrvtx	1685	2	aghlrpx	5p. Sedan.....	4650	4	4934	aghlmnrpx	5p. Coach.....	1295	2	3010	aghlrpx
7p. Sedan.....	2595	4	3675	aghlmnrvtx	2p. Sp. Coupe....	1625	2	aghlrpx	7p. Sedan.....	4750	4	5027	aghlmnrpx	24p. Cab Coupe.	1495	2	2880	aghlrpx
REO "A"					4p. Victoria.....	1845	2	aghlrpx	5p. Sedan Lim....	4850	4	5009	aghlmnrpx	5p. Sedan.....	1495	4	3105	aghlrpx
2p. Roadster....	\$1685	2	aghlrpx	1845	4	3525	aghlrpx	7p. Limousine...	4950	4	5102	aghlmnrpx	Willis-Knight				
.....	1685	2	aghlrpx	5p. Del. Sedan..	1995	4	aghlrpx	"The Dictator"									

Mechanical Specifications of Current Passenger Car Models

This list comprises current cars distributed on a national basis only. Data for previous models back to 1920 will be found in the Chilton Catalog and Directory

MAKE AND MODEL	Wheel Base (Inches)	Tree Size	Decimals-Balloons	Model and Make	Number of Cyls.	Rated H.P.	Power Displacement	Valve Arrangement	Camshaft Drive	Piston Material	No. Main Beams	Dampers	Oiling System	Oil Cleaner?	Cooling System	Thermometer?	Radiator	Carburetor	Air Cleaner?	ELECTRICAL SYSTEM	Clutch—Type and Make	Universal—Type and Make	REAR AXLE	BRAKES	Steering Gear—Type and Make	Rear Springs—Type and Make	Chassis Lubrication—Type and Make	ABBREVIATIONS—NAMES OF MFRS. OF STOCK PARTS	
Auburn.....	6-66	28x3.25	32x6.00	Con.....	8-31x4 1/2	19.8	185	L	Ch. Cl.	Ch. Cl.	4	Y	PK	N	Pu.	N	N	Seh.	N	D-R.	P. Long.	War.	m-U-P.	Col.	4.9	B-F.	E-T	Pr-Al.	A-Bos—American Bosch
Auburn.....	6-77	28x3.25	31x6.00	Lye.....	8-31x4 1/2	20.8	228	L	Ch. Cl.	Ch. Cl.	5	Y	PK	N	Pu.	N	N	Seh.	N	D-R.	P. Long.	War.	m-U-P.	Col.	4.7	B-F.	E-T	Pr-Al.	Ad—Adams
Auburn.....	8-58	31x6.00	31x6.00	Lye.....	8-31x4 1/2	20.8	228	L	Ch. Cl.	Ch. Cl.	5	Y	PK	N	Pu.	N	N	Seh.	N	D-R.	P. Long.	War.	m-U-P.	Col.	4.7	B-F.	E-T	Pr-Al.	A-K—Atwater Kent
Buick.....	115	31x6.00	31x6.00	Own.....	8-31x4 1/2	20.8	228	L	Ch. Cl.	Ch. Cl.	4	Y	PK	N	Pu.	N	N	Seh.	N	D-R.	P. Long.	War.	m-U-P.	Col.	4.9	B-F.	E-T	Pr-Al.	A-L—Auto-Life
Buick.....	120 & 128	31x6.00	31x6.00	Own.....	8-31x4 1/2	20.8	228	L	Ch. Cl.	Ch. Cl.	4	Y	PK	N	Pu.	N	N	Seh.	N	D-R.	P. Long.	War.	m-U-P.	Col.	4.9	B-F.	E-T	Pr-Al.	Al—Alenite
Cadillac.....	132-138	33x6.75	33x6.75	Own.....	8-31x4 1/2	31.2	314	L	Ch. Cl.	Ch. Cl.	3	N	PK	N	Pu.	N	N	Seh.	N	D-R.	P. Long.	War.	m-U-P.	Col.	4.91	B-F.	E-T	Pr-Al.	Alm—Almco
Chandler.....	124	33x6.00	33x6.00	Own.....	8-31x4 1/2	31.2	314	L	Ch. Cl.	Ch. Cl.	3	N	PK	N	Pu.	N	N	Seh.	N	D-R.	P. Long.	War.	m-U-P.	Col.	4.91	B-F.	E-T	Pr-Al.	B-B—Borg & Beck
Chandler.....	124	33x6.00	33x6.00	Own.....	8-31x4 1/2	31.2	314	L	Ch. Cl.	Ch. Cl.	3	N	PK	N	Pu.	N	N	Seh.	N	D-R.	P. Long.	War.	m-U-P.	Col.	4.91	B-F.	E-T	Pr-Al.	B-L—Ball & Ball
Chandler.....	124	33x6.00	33x6.00	Own.....	8-31x4 1/2	31.2	314	L	Ch. Cl.	Ch. Cl.	3	N	PK	N	Pu.	N	N	Seh.	N	D-R.	P. Long.	War.	m-U-P.	Col.	4.91	B-F.	E-T	Pr-Al.	Ba—Basic cups
Chandler.....	124	33x6.00	33x6.00	Own.....	8-31x4 1/2	31.2	314	L	Ch. Cl.	Ch. Cl.	3	N	PK	N	Pu.	N	N	Seh.	N	D-R.	P. Long.	War.	m-U-P.	Col.	4.91	B-F.	E-T	Pr-Al.	C—Carter
Chrysler.....	103	32x6.00	32x6.00	Own.....	8-31x4 1/2	21.8	171	L	Ch. Cl.	Ch. Cl.	3	N	PK	N	Pu.	N	N	Seh.	N	D-R.	P. Long.	War.	m-U-P.	Col.	4.91	B-F.	E-T	Pr-Al.	CAS—CAS Products
Chrysler.....	103	32x6.00	32x6.00	Own.....	8-31x4 1/2	21.8	171	L	Ch. Cl.	Ch. Cl.	3	N	PK	N	Pu.	N	N	Seh.	N	D-R.	P. Long.	War.	m-U-P.	Col.	4.91	B-F.	E-T	Pr-Al.	Cle—Cleveland
Chrysler.....	103	32x6.00	32x6.00	Own.....	8-31x4 1/2	21.8	171	L	Ch. Cl.	Ch. Cl.	3	N	PK	N	Pu.	N	N	Seh.	N	D-R.	P. Long.	War.	m-U-P.	Col.	4.91	B-F.	E-T	Pr-Al.	Cal—Columbia
Chrysler.....	103	32x6.00	32x6.00	Own.....	8-31x4 1/2	21.8	171	L	Ch. Cl.	Ch. Cl.	3	N	PK	N	Pu.	N	N	Seh.	N	D-R.	P. Long.	War.	m-U-P.	Col.	4.91	B-F.	E-T	Pr-Al.	Can—Continental
Chrysler.....	103	32x6.00	32x6.00	Own.....	8-31x4 1/2	21.8	171	L	Ch. Cl.	Ch. Cl.	3	N	PK	N	Pu.	N	N	Seh.	N	D-R.	P. Long.	War.	m-U-P.	Col.	4.91	B-F.	E-T	Pr-Al.	Cpl—Campbell
Chrysler.....	103	32x6.00	32x6.00	Own.....	8-31x4 1/2	21.8	171	L	Ch. Cl.	Ch. Cl.	3	N	PK	N	Pu.	N	N	Seh.	N	D-R.	P. Long.	War.	m-U-P.	Col.	4.91	B-F.	E-T	Pr-Al.	Da—Dawson
Chrysler.....	103	32x6.00	32x6.00	Own.....	8-31x4 1/2	21.8	171	L	Ch. Cl.	Ch. Cl.	3	N	PK	N	Pu.	N	N	Seh.	N	D-R.	P. Long.	War.	m-U-P.	Col.	4.91	B-F.	E-T	Pr-Al.	De—DeLo
Chrysler.....	103	32x6.00	32x6.00	Own.....	8-31x4 1/2	21.8	171	L	Ch. Cl.	Ch. Cl.	3	N	PK	N	Pu.	N	N	Seh.	N	D-R.	P. Long.	War.	m-U-P.	Col.	4.91	B-F.	E-T	Pr-Al.	De—DeLo
Chrysler.....	103	32x6.00	32x6.00	Own.....	8-31x4 1/2	21.8	171	L	Ch. Cl.	Ch. Cl.	3	N	PK	N	Pu.	N	N	Seh.	N	D-R.	P. Long.	War.	m-U-P.	Col.	4.91	B-F.	E-T	Pr-Al.	De—DeLo
Chrysler.....	103	32x6.00	32x6.00	Own.....	8-31x4 1/2	21.8	171	L	Ch. Cl.	Ch. Cl.	3	N	PK	N	Pu.	N	N	Seh.	N	D-R.	P. Long.	War.	m-U-P.	Col.	4.91	B-F.	E-T	Pr-Al.	De—DeLo
Chrysler.....	103	32x6.00	32x6.00	Own.....	8-31x4 1/2	21.8	171	L	Ch. Cl.	Ch. Cl.	3	N	PK	N	Pu.	N	N	Seh.	N	D-R.	P. Long.	War.	m-U-P.	Col.	4.91	B-F.	E-T	Pr-Al.	De—DeLo
Chrysler.....	103	32x6.00	32x6.00	Own.....	8-31x4 1/2	21.8	171	L	Ch. Cl.	Ch. Cl.	3	N	PK	N	Pu.	N	N	Seh.	N	D-R.	P. Long.	War.	m-U-P.	Col.	4.91	B-F.	E-T	Pr-Al.	De—DeLo
Chrysler.....	103	32x6.00	32x6.00	Own.....	8-31x4 1/2	21.8	171	L	Ch. Cl.	Ch. Cl.	3	N	PK	N	Pu.	N	N	Seh.	N	D-R.	P. Long.	War.	m-U-P.	Col.	4.91	B-F.	E-T	Pr-Al.	De—DeLo
Chrysler.....	103	32x6.00	32x6.00	Own.....	8-31x4 1/2	21.8	171	L	Ch. Cl.	Ch. Cl.	3	N	PK	N	Pu.	N	N	Seh.	N	D-R.	P. Long.	War.	m-U-P.	Col.	4.91	B-F.	E-T	Pr-Al.	De—DeLo
Chrysler.....	103	32x6.00	32x6.00	Own.....	8-31x4 1/2	21.8	171	L	Ch. Cl.	Ch. Cl.	3	N	PK	N	Pu.	N	N	Seh.	N	D-R.	P. Long.	War.	m-U-P.	Col.	4.91	B-F.	E-T	Pr-Al.	De—DeLo
Chrysler.....	103	32x6.00	32x6.00	Own.....	8-31x4 1/2	21.8	171	L	Ch. Cl.	Ch. Cl.	3	N	PK	N	Pu.	N	N	Seh.	N	D-R.	P. Long.	War.	m-U-P.	Col.	4.91	B-F.	E-T	Pr-Al.	De—DeLo
Chrysler.....	103	32x6.00	32x6.00	Own.....	8-31x4 1/2	21.8	171	L	Ch. Cl.	Ch. Cl.	3	N	PK	N	Pu.	N	N	Seh.	N	D-R.	P. Long.	War.	m-U-P.	Col.	4.91	B-F.	E-T	Pr-Al.	De—DeLo
Chrysler.....	103	32x6.00	32x6.00	Own.....	8-31x4 1/2	21.8	171	L	Ch. Cl.	Ch. Cl.	3	N	PK	N	Pu.	N	N	Seh.	N	D-R.	P. Long.	War.	m-U-P.	Col.	4.91	B-F.	E-T	Pr-Al.	De—DeLo
Chrysler.....	103	32x6.00	32x6.00	Own.....	8-31x4 1/2	21.8	171	L	Ch. Cl.	Ch. Cl.	3	N	PK	N	Pu.	N	N	Seh.	N	D-R.	P. Long.	War.	m-U-P.	Col.	4.91	B-F.	E-T	Pr-Al.	De—DeLo
Chrysler.....	103	32x6.00	32x6.00	Own.....	8-31x4 1/2	21.8	171	L	Ch. Cl.	Ch. Cl.	3	N	PK	N	Pu.	N	N	Seh.	N	D-R.	P. Long.	War.	m-U-P.	Col.	4.91	B-F.	E-T	Pr-Al.	De—DeLo
Chrysler.....	103	32x6.00	32x6.00	Own.....	8-31x4 1/2	21.8	171	L	Ch. Cl.	Ch. Cl.	3	N	PK	N	Pu.	N	N	Seh.	N	D-R.	P. Long.	War.	m-U-P.	Col.	4.91	B-F.	E-T	Pr-Al.	De—DeLo
Chrysler.....	103	32x6.00	32x6.00	Own.....	8-31x4 1/2	21.8	171	L	Ch. Cl.	Ch. Cl.	3	N	PK	N	Pu.	N	N	Seh.	N	D-R.	P. Long.	War.	m-U-P.	Col.	4.91	B-F.	E-T	Pr-Al.	De—DeLo
Chrysler.....	103	32x6.00	32x6.00	Own.....	8-31x4 1/2	21.8	171	L	Ch. Cl.	Ch. Cl.	3	N	PK	N	Pu.	N	N	Seh.	N	D-R.	P. Long.	War.	m-U-P.	Col.	4.91	B-F.	E-T	Pr-Al.	De—DeLo
Chrysler.....	103	32x6.00	32x6.00	Own.....	8-31x4 1/2	21.8	171	L	Ch. Cl.	Ch. Cl.	3	N	PK	N	Pu.	N	N	Seh.	N	D-R.	P. Long.	War.	m-U-P.	Col.	4.91	B-F.	E-T	Pr-Al.	De—DeLo
Chrysler.....	103	32x6.00	32x6.00	Own.....	8-31x4 1/2	21.8	171	L	Ch. Cl.	Ch. Cl.	3	N	PK	N	Pu.	N	N	Seh.	N	D-R.	P. Long.	War.	m-U-P.	Col.	4.91	B-F.	E-T	Pr-Al.	De—DeLo
Chrysler.....	103	32x6.00	32x6.00	Own.....	8-31x4 1/2	21.8	171	L	Ch. Cl.	Ch. Cl.	3	N	PK	N	Pu.	N	N	Seh.	N	D-R.	P. Long.	War.	m-U-P.	Col.	4.91	B-F.	E-T	Pr-Al.	De—DeLo
Chrysler.....	103	32x6.00	32x6.00	Own.....	8-31x4 1/2	21.8	171	L	Ch. Cl.	Ch. Cl.	3	N	PK	N	Pu.	N	N	Seh.	N	D-R.	P. Long.	War.	m-U-P.	Col.	4.91	B-F.	E-T	Pr-Al.	De—DeLo
Chrysler.....	103	32x6.00	32x6.00	Own.....	8-31x4 1/2	21.8	171	L	Ch. Cl.	Ch. Cl.	3	N	PK	N	Pu.	N	N	Seh.	N	D-R.	P. Long.	War.	m-U-P.	Col.	4.91	B-F.	E-T	Pr-Al.	De—DeLo
Chrysler.....	103	32x6.00	32x6.00	Own.....	8-31x4 1/2	21.8	171	L	Ch. Cl.	Ch. Cl.	3	N	PK	N	Pu.	N	N	Seh.	N	D-R.	P. Long.	War.	m-U-P.	Col.	4.91	B-F.	E-T	Pr-Al.	De—DeLo
Chrysler.....	103	32x6.00	32x6.00	Own.....	8-31x4 1/2	21.8	171	L	Ch. Cl.	Ch. Cl.	3	N	PK	N	Pu.	N	N	Seh.	N	D-R.	P. Long.	War.	m-U-P.	Col.	4.91	B-F.	E-T	Pr-Al.	De—DeLo
Chrysler.....	103	32x6.00	32x6.00	Own.....	8-31x4 1/2	21.8	171	L	Ch. Cl.	Ch. Cl.	3	N	PK	N	Pu.	N	N	Seh.	N	D-R.	P. Long.	War.	m-U-P.	Col.	4.91	B-F.	E-T	Pr-Al.	De—DeLo
Chrysler.....	103	32x6.00	32x6.00	Own.....	8-31x4 1/2	21.8	171	L	Ch. Cl.	Ch. Cl.	3	N	PK	N	Pu.	N	N	Seh.	N	D-R.	P. Long.	War.	m-U-P.	Col.	4.91	B-F.	E-T	Pr-Al.	De—DeLo
Chrysler.....	103	32x6.00	32x6.00	Own.....	8-31x4 1/2	21.8	171	L	Ch. Cl.	Ch. Cl.	3	N	PK	N	Pu.	N	N	Seh.	N	D-R.	P. Long.	War.	m-U-P.	Col.	4.91	B-F.	E-T	Pr-Al.	De—DeLo
Chrysler.....	103	32x6.00	32x6.00	Own.....	8-31x4 1/2	21.8	171	L	Ch. Cl.	Ch. Cl.	3	N	PK	N	Pu.	N	N	Seh.	N	D-R.	P. Long.	War.	m-U-P.	Col.	4.91	B-F.	E-T	Pr-Al.	De—DeLo
Chrysler.....	103	32x6.00	32x6.00	Own.....	8-31x4 1/2	21.8	171	L	Ch. Cl.	Ch. Cl.	3	N	PK	N	Pu.	N	N	Seh.	N	D-R.	P. Long.	War.	m-U-P.	Col.	4.91	B-F.	E-T	Pr-Al.	De—DeLo
Chrysler.....	103	32x6.00	32x6.00	Own.....	8-31x4 1/2	21.8	171	L	Ch. Cl.	Ch. Cl.	3	N	PK	N	Pu.	N	N	Seh.	N	D-R.	P. Long.	War.	m-U-P.	Col.	4.91	B-F.	E-T	Pr-Al.	De—DeLo
Chrysler.....	103	32x6.00	32x6.00	Own.....	8-31x4 1/2	21.8	171	L	Ch. Cl.	Ch. Cl.	3	N	PK	N	Pu.	N	N	Seh.	N	D-R.	P. Long.	War.	m-U-P.	Col.	4.91	B-F.	E-T	Pr-Al.	De—DeLo
Chrysler.....	103	32x6.00	32x6.00	Own.....	8-31x4 1/2	21.8	171	L	Ch. Cl.	Ch. Cl.	3	N	PK	N	Pu.	N	N	Seh.	N	D-R.	P. Long.	War.	m-U-P.	Col.	4.91	B-F.	E-T	Pr-Al.	De—DeLo
Chrysler.....	103	32x6.00	32x6.00	Own.....	8-31x4 1/2	21.8	171	L	Ch. Cl.	Ch. Cl.	3	N	PK	N	Pu.	N	N	Seh.	N	D-R.	P. Long.	War.	m-U-P.	Col.	4.91	B-F.	E-T	Pr-Al.	De—DeLo
Chrysler.....	103	32x6.00	32x6.00	Own.....	8-31x4 1/2	21.8	171	L	Ch. Cl.	Ch. Cl.	3	N	PK	N	Pu.	N	N	Seh.	N	D-R.	P. Long.	War.	m-U-P.	Col.	4.91	B-F.	E-T	Pr-Al.	De—DeLo
Chrysler.....	103	32x6.00	32x6.00	Own.....	8-31x4 1/2	21.8	171	L	Ch. Cl.	Ch. Cl.	3	N	PK	N	Pu.	N	N	Seh.	N	D-R.	P. Long.	War.	m-U-P.	Col.	4.91	B-F.	E-T	Pr-Al.	De—DeLo
Chrysler.....	103	32x6.00	32x6.00	Own.....	8-31x4 1/2	21.8	171	L	Ch. Cl.	Ch. Cl.	3	N	PK	N	Pu.	N	N	Seh.	N	D-R.	P. Long.	War.	m-U-P.	Col.	4.91	B-F.	E-T	Pr-Al.	De—DeLo
Chrysler.....	103	32x6.00	32x6.00	Own.....	8-31x4 1/2	21.8	171	L	Ch. Cl.	Ch. Cl.	3	N	PK	N	Pu.	N	N	Seh.	N	D-R.	P. Long.	War.	m						



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ADDING WOMEN'S FAVOR TO MEN'S ACCLAIM

It was a foregone conclusion that the LaSalle would fire the enthusiasm of men who admire dashing performance. Probably never before, however, has any car made so complete a conquest of men and women alike.

The LaSalle is distinctly and emphatically a man's car by virtue of the red-blooded virility it

displays in every requirement or emergency a motor car can meet. But it is also just as emphatically a woman's car—not merely because it is the observed of observers, by reason of its rare and exquisite beauty—but because it handles and obeys a woman's touch with a sureness, an ease and a delicacy that delights the feminine love of lightness and grace.

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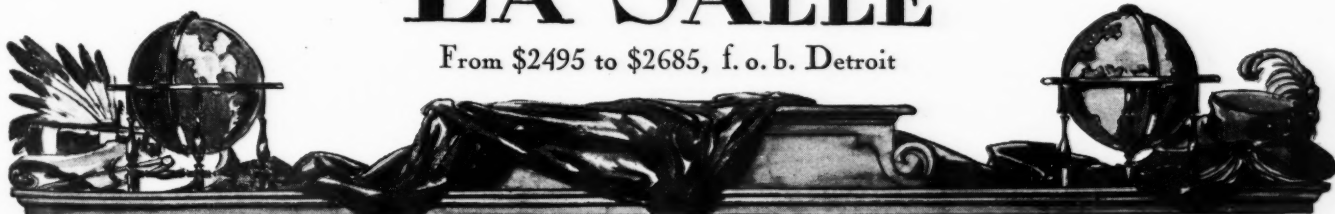
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MANUFACTURED - COMPLETELY - BY - THE - CADILLAC - MOTOR - CAR - COMPANY - WITHIN - ITS - OWN - PLANTS

Mechanical Specifications of Current Passenger Car Models—Continued

MAKE AND MODEL		Wheel Base ^a (Inches)	Tire Size	Decimals-Balloons	Make and Model	Number of Cyls.	Rated H.P.	N.A.C.C. ^b	Piston Dis- placement	Valve Arrange- ment	Camshaft Drive	Platen Material	No. Main Bear.	Crankshaft Vib'n Damper ^c	Oil System	Cooling System	Thermometer?	Radiator?	Carburetor	Air Cleaner?	ELECTRICAL SYSTEM				Clutch—Type and Make	Gear Set—Make	Universal—Type and Make	REAR AXLE		BRAKES		Steering Gear—Make	Length	Chassis Lubrication— Type and Make	ABBREVIATIONS— NAMES OF MFRS. OF STOCK PARTS		
																						Generator and Starter Make	Ignition System				Type and Make	Gear Ratio	Foot—Type and Location	Hand—Type	4 Wheel (= Extra)						
Lecomobile	8-70	122	31x6.00	33x5.75	Cont.	8-27/32x4 1/2	26.4	247	Ch. Al.	Ch. Al.	Ch. Al.	Ch. Al.	9	Y Y Y Y	Y P	Pu.	Y Y	N N	Sch.	Y	Delco	Delco	Delco	Delco	P.B.&B.	Det.	m-Spi.	1/2	Ad.	4.77	L-F	L-R	Se	Ross.	5-58	Pr-Ze	A-Bos-American-Booth
Lecomobile	8-80	130	32x6.00	33x6.20	Lye Spe.	8-3/4x4 1/2	33.8	289	Ch. Al.	Ch. Al.	Ch. Al.	Ch. Al.	9	Y Y Y Y	Y P	Pu.	Y P	N N	Sch.	Y	Delco	Delco	Delco	Delco	P.B.&B.	War.	m-Spi.	1/2	Sal.	4.81	L-F	L-R	Se	Ross.	5-58	Pr-Ze	A-K-Auto-Kent
Lecomobile	8-90	142	33x6.75	34x6.50	Own.	8-43/64x5 1/2	36.0	372	Ch. C.I.	Ch. C.I.	Ch. C.I.	Ch. C.I.	7	Y Y Y Y	Y P	Pu.	Y P	N N	Sch.	Y	Delco	Delco	Delco	Delco	P.Own.	Own.	m-Spi.	1/2	Est.	3.50	L-F	L-R	Se	Ross.	5-60	Pr-Ze	A-Ad-Adams
Lecomobile	8-100	138	33x6.75	34x6.50	Own.	8-43/64x5 1/2	36.0	372	Ch. C.I.	Ch. C.I.	Ch. C.I.	Ch. C.I.	7	Y Y Y Y	Y P	Pu.	Y P	N N	Sch.	Y	Delco	Delco	Delco	Delco	P.Own.	Own.	m-Spi.	1/2	Est.	3.50	L-F	L-R	Se	Ross.	5-60	Pr-Ze	A-Al-Alemite
Marmen	Little	116	29x5.25	30x5.50	Own.	8-23/32x4	24.2	190	Ch. Al.	Ch. Al.	Ch. Al.	Ch. Al.	9	Y Y Y Y	Y P	Pu.	Y P	N N	Sch.	Y	D-R	D-R	D-R	D-R	P.B.&B.	Own.	m-Spi.	1/2	Var.	1.5	L-F	L-F	M	Ross.	5-56	None	B&B-Borg & Beck
Marmen	St. 8	136	32x6.75	33x6.50	Own.	8-3/4x4 1/2	33.8	340	Ch. C.I.	Ch. C.I.	Ch. C.I.	Ch. C.I.	9	Y Y Y Y	Y P	Pu.	Y P	N N	Sch.	Y	D-R	D-R	D-R	D-R	P.B.&B.	Own.	m-Spi.	1/2	Var.	1.5	L-F	L-F	M	Ross.	5-56	None	B&B-Borg & Beck
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Marmen	St. 8	136	32x6.75	33x6.50	Own.	8-3/4x4 1/2	33.8	340	Ch. C.I.	Ch. C.I.	Ch. C.I.	Ch. C.I.	9	Y Y Y Y	Y P	Pu.	Y P	N N	Sch.	Y	D-R	D-R	D-R	D-R	P.B.&B.	Own.	m-Spi.	1/2	Var.	1.5	L-F	L-F	M	Ross.	5-56	None	B&B-Borg & Beck
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Marmen	St. 8	136	32x6.75																																		

**\$1,000
VALUE
now
\$875**

Today Oldsmobile Six surpasses even that Oldsmobile which two months ago stood out as a top value in the \$1000 field. New smartness, new luxury, new colors glorify this car for the American family. Thrilling smoother performance adds a rich source of owner satisfaction. And new lower prices round out Oldsmobile's master-stroke of General Motors value-giving. Look as you will—compare as you may—you will find no competing values at competing prices.



You can prove this for yourself in ten minutes. Just visit any Oldsmobile showroom. Examine the car. Check its features. Drive it.

Then you, too, will know Oldsmobile for what it is—\$1000 value now \$875!

Oldsmobile Works, Lansing, Michigan
Send me your Buyer's Guide, comparing automobile specifications and prices, a concise summary of Oldsmobile values.
Name _____
Address _____
City _____ State _____

OLDSMOBILE
SIX
PRODUCT OF GENERAL MOTORS

This advertisement appeared in the Saturday Evening Post and many other magazines.

✱ “\$1000 Value Now \$875,” is what we said, giving the news of Oldsmobile’s new lower prices.

This was in keeping with our constant policy for understatement rather than overstatement, but dealers tell us that in this case understatement was overdone.

“\$1500 Value,” they insist we should have said. But \$1000 or \$1500, whatever the value then, Oldsmobile today, with new smartness, new luxury, new colors and thrilling smooth performance is a greater value still—

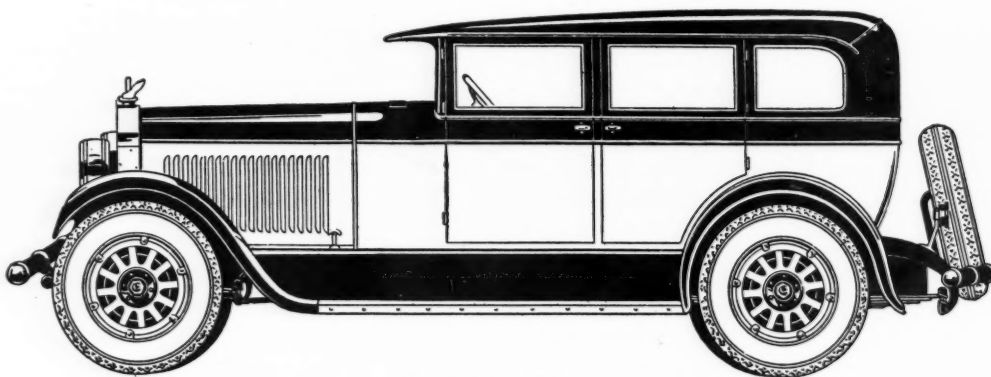
A value, at the new low price, that is attracting ever-increasing numbers to Oldsmobile showrooms, and proves by actual sales that Oldsmobile is entering into a new era of popularity at a price which appeals to a tremendous market.

OLDSMOBILE
SIX
PRODUCT OF GENERAL MOTORS

ELCAR

The Shockless Chassis is still making history and profits!

Since the day of its announcement the *Shock-less Chassis* has continuously made history—and profit. In its first month it wrought a tremendous increase in ELCAR sales. And each succeeding month has shown an increase. Whatever business may be generally, ELCAR dealers are selling cars and making money—an excellent reason for writing for details of the ELCAR franchise.



WITH THE

Shock-less Chassis



ELCAR MOTOR COMPANY · ELKHART, INDIANA

HOW YOU CAN SAVE \$300.

a year on every truck
you operate . . .

Comparative Chart of Savings, Duals vs. Singles

SINGLE TIRES	DUAL TIRES	CAPACITY		TIRE COST OF TUBES		SPARE TIRES WITH TUBES	
		SINGLE	DUAL	SINGLE	DUAL	SINGLE	DUAL
1-30x6 F	2-30x5 F	4400lb	3400lb	\$115.80	\$ 73.70	1-32x6 \$ 57.90	1-30x5 \$36.85
	2-30x5 R	5600lb	6800lb	163.90	147.40	1-34x7 81.95	
				\$279.70	\$221.10	\$139.85	
					\$ 87.30	1-32x6 \$ 57.90	1-34x5 \$43.65
						1-34x7 81.95	

By using Budd-Michelin Dual Wheels

Cost of single set of 32x6 F and 34x7 R
Cost of single set of 34x5 F and 34x5 R (dual)
Cost of dual set of 34x5 F and 34x5 R (dual)
Savings to operator on dual equipment yearly
Using one set of spare tires on singles
Using one spare tire for dual 34x5
Additional saving on spare, using duals 34x5
Total saving per year on 34x5 duals

43.65

96.20

393.70

Form 3094

20,000 miles
ALSO AN ADDITIONAL 2200 lbs. CARRYING CAPACITY

*The above tire prices are taken from dealers' tire prices as of January 1, 1927

A copy of this chart will be sent
to any truck owner or dealer on
request—just mail the coupon.

BUDD
WHEEL COMPANY
Detroit

BUDD WHEEL COMPANY
Truck and Bus Division
DETROIT, MICH.

MA-8-11-27

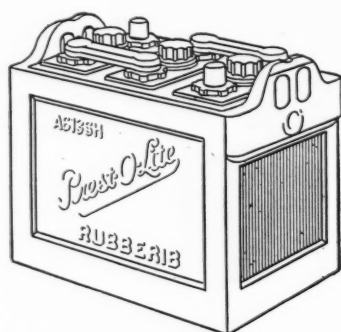
Send me a copy of the chart showing how
Budd Duals will save me money.

Name

Street

City State

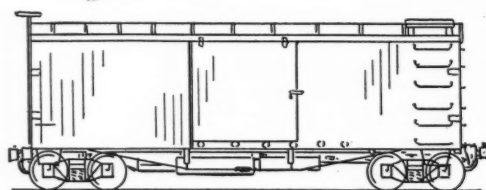
The ABC's of a New Era in Battery Buying



This is a Storage Battery—
It is estimated that over 10,000,000 replacement batteries will be sold this year.



This is an order for Batteries—The average battery distributor places an order for from 5 to 25 at a time.



This is a car-load of Prest-O-Lite Batteries—That's the way many Prest-O-Lite distributors are ordering these days. And they certainly wouldn't order them this way if they didn't sell them in quantities.

Distributors handling batteries, tires or any other automotive accessories and traveling definite territories would do well to investigate Prest-O-Lite possibilities.

PREST-O-LITE STORAGE BATTERY SALES CORPORATION
INDIANAPOLIS, INDIANA

Prest-O-Lite

Storage Batteries ~ Radio Power Units

White

"A" SOCKET POWER UNIT

CLEAN PROFITABLE BUSINESS

White "A" Socket Power Units are easy to sell — and they stay sold. A demonstration is convincing proof of their supremacy. Continually efficient service invariably rendered insures absolute satisfaction, establishing consumer good will and endorsement that create an ever increasing demand. Truly an "A" Battery Eliminator. Abolishes "A" Batteries entirely. Requires no trickle charger.

*Never
charged*

*Never
Discharged*

Never charged. Never discharged. Designed to operate any standard 6 volt receiving set from 1 to 9 tubes. Housed in handsome sage-green Duco-finished 20 gauge metal case. Moderate price and proven performance guarantee big volume trade. Liberal dealer discounts. Write for complete information and trade stimulating selling plan that insures greater and quicker profits.



Our complete line of "A," "B" and "A-B" Power Units gives a wide, active range of sales.

WHITE "A" SOCKET POWER is licensed by Andrews-Hammond Corporation under Andrews Condenser and other Andrews-Hammond patent applications.

Julian M. White Manufacturing Co.
Sioux City, Iowa

Is Something for Nothing Always "Worth Just That"?

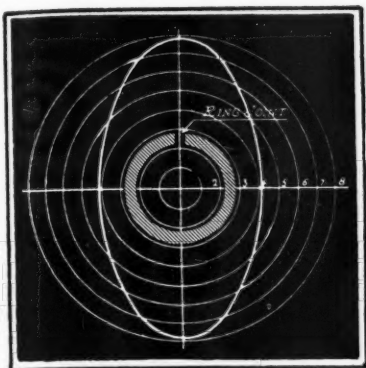
IT occasionally happens that the manufacturer of a product that is good, elects to introduce it by the distribution of free samples — or by the method of a free trial with returning privileges included.

This does not mean that the manufacturer is giving his product away, nor should the free feature belittle it in the minds of the trade.

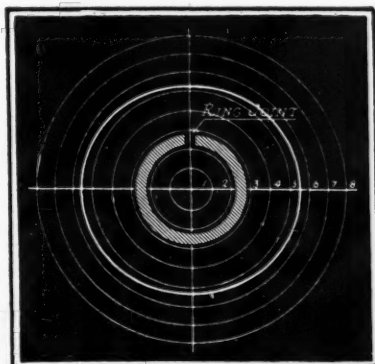
The cost of free samples and free trials is legitimately charged to marketing expense — and should reflect the manufacturer's confidence in his product to satisfy, and make good.

MOTOR AGE

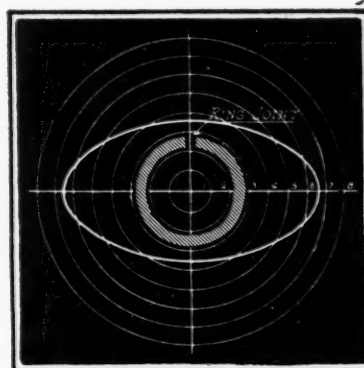
Chestnut and 56th Streets
Philadelphia, Pa.



No. 1



DIAMOND



No. 2

Light circular lines indicate 1 pound of pressure. Heavy lines indicate the actual Radial Pressure of the ring under test.

PROOF!

Ask any automotive engineer what a perfect piston ring is, and he will tell you that it is a ring with moderate tension that absolutely seals compression.

The above charts **CONCLUSIVELY PROVE** that **DIAMOND** Rings more nearly approach this definition than any other rings on the market.

Study these charts for a minute. Those at the right and left are rings well known to the trade; the center one is the **DIAMOND** Ring. They show in pounds the amount of force exerted around the cylinder wall, as measured with the Radial thrust Gauge.

They show that **DIAMOND** Piston Rings exert an equal radial (outward) pressure in all directions, while others vary as much as four pounds per ring.

After studying these charts do you wonder why our business is going ahead by leaps and bounds. Diamond Piston Rings give better compression and never wear the cylinders out of round or allow oil to pass?

Send us the ring that you are now using - we will gladly test it for you and send you the results of the test.

WARWOOD TOOL COMPANY

PISTON RING DIVISION

BALTIMORE, MD.

DIAMOND

THEY MAKE GOOD WHERE
ALL OTHERS HAVE FAILED

The Balanced **W** *Piston Ring*

Las-Stik's Big Free Deal on Patch and Plasters

STARTING July 15th and ending September 15th, Las-Stik will conduct the biggest free deal in the history of the patch and plaster business.

Free Deal No. 1—One Dozen Cans of Las-Stik FREE with each six dozen order of Las-Stik Tube Patch.

Free Deal No. 2—Two Dozen Cans of Las-Stik and a \$5.00 Drawer Cabinet FREE with each gross order of Las-Stik Tube Patch.

Free Deal No. 3—One No. A Assortment of Las-Stik Casing Plasters FREE with each order of four No. A Assortments.

Free Deal No. 4—One Dozen No. 1 and One Dozen No. 2 Las-Stik Casing Plasters FREE with each order of two No. B Assortments.

Free Deal No. 5—One Dozen of same size Las-Stik Casing Plasters FREE with each order of four dozen.

Made right at the height of the patch and plaster selling season, these deals offer a splendid opportunity for extra sales and extra profit. Get next. Ask your jobber's salesman or write us direct for complete details.

LAS-STIK PATCH MFG. CO.
Hamilton, Ohio



Las-Stik
PATCHES TIRE REPAIRS PLASTERS

SKY WRITING

Lindbergh Byrd Maitland Hegenberger Acosta Chamberlin



Commander Byrd, New York to Coast of France, Fokker plane, AC Spark Plugs.

Lieutenants Maitland and Hegenberger, Oakland, Calif., to Honolulu, Fokker plane, AC Spark Plugs.

Col. Charles A. Lindbergh, New York to Paris, Ryan plane, AC Spark Plugs.

Clarence D. Chamberlin, New York to Germany, Bellanca plane, AC Spark Plugs.

Commander Byrd, North Pole and return, Fokker plane, AC Spark Plugs.

Chamberlin and Acosta world record endurance flight, Bellanca plane, AC Spark Plugs.

TRAIL BLAZERS OF THE AIR WRITE A MESSAGE FOR YOU

Dealers, tell your customers AC is the plug on which Lindbergh, Byrd, Chamberlin and other great flyers staked their lives.

Tell your customers you can give them the same kind of AC Plugs—same insulation, same quality of elec-

trode, same basic design, that made possible these record breaking flights. If you tell these facts, you can sell an even greater volume of AC Spark Plugs.



AC Spark Plug Company
Flint, Michigan

Makers of AC Spark Plugs—AC Speedometers
AC Air Cleaners—AC Oil Filters
AC Gasoline Strainers
AC-SPHINX AC-TITAN
Birmingham, England Clichy(Seine), France

Over 200 of the world's most successful manufacturers use one or more, or all of these AC Products.
AC SPARK PLUGS AC SPEEDOMETERS AC AIR CLEANERS AC OIL FILTERS

Chry Scores

The New "52"

*— the only car in the world
that can give you so many
points of merit at \$725*

52 and more unvarying miles per hour.

Acceleration of 5 to 25 miles in 8 seconds.

Aluminum alloy pistons.

Air cleaner.

Impulse neutralizer.

Full-sized bodies, staunchly constructed of wood and steel, giving ample capacity for adult passengers.

A smoothness no other low-priced car can approach.

"Red-Head" engine, standard on the Roadster and available for all

other body types at slight extra cost.

Low, sweeping stream lines.

Low center of gravity for greater riding ease and safety.

Bullet type headlamps.

Saddle spring seat cushions providing comfort heretofore found in cars of much higher price.

Indirectly-lighted instrument panel.

Handsome steering wheel easily adjustable to size and height of the driver.

Maximum driving vision because

of narrow corner pillars and header board.

Cadet visor on closed cars.

Fedco theft-proof numbering system.

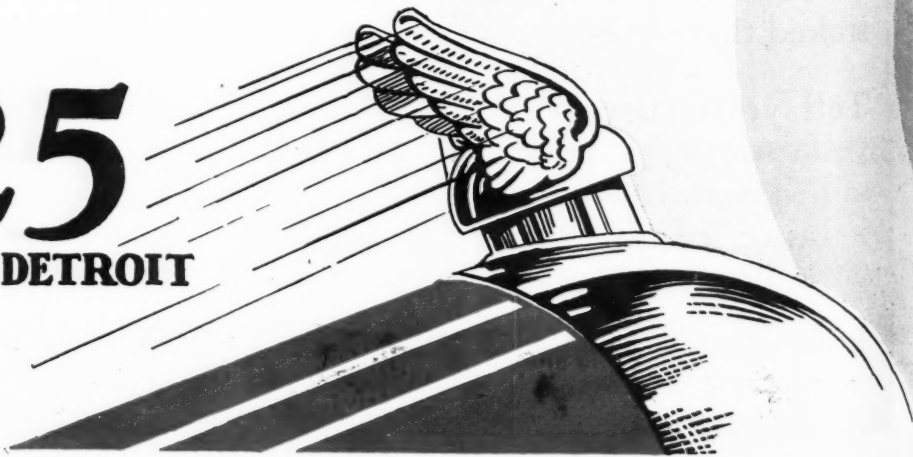
Fine mohair upholstery in closed, and leather in open models.

Vertical ventilating windshield on closed models.

Lower and new type compact top with jack-knife fold to enhance stream-line effect.

New color blendings by the very pioneers of the modern color trend in motor cars.

\$725
to \$875 F.O.B. DETROIT



Chrysler Again!

The announcement of the new Chrysler "52" may be a most important message for you, Mr. Motor Car Dealer.

If you are looking to the future you can't help but wonder just how much it is going to affect your business from now on.

It is causing many dealers to stop and wonder—for here is the greatest car of its type and price that the industry has ever produced.

It is superior in performance, truly full-sized, finer looking and bears the lowest price ever placed on a Chrysler car.

Its announcement gives the Chrysler dealer four modern and up-to-the-minute lines of cars, with prices from \$725 upwards, covering the four great markets which comprise the largest percentage of possible buyers.

Why not join hands with an organiza-

tion which gives you this vastly increased opportunity to make money?

The sweeping public acceptance of Chrysler cars affords opportunity for 2,000 more dealers to reap profits from the increasing demand in all parts of the country.

Probably there is urgent need for a dealer in your very community. Maybe you have at times cast longing eyes on this franchise, but have never felt that it was available. But why not make sure?

The only sensible way, if you are interested, is to find out what the exact conditions are. Probably you are just the man we need for your territory.

The profits which Chrysler dealers *can* and *do* make behoove you to make sure that you can participate in the opportunities which the new Chrysler 1927-28 Franchise Agreement places before you.

Get in touch with us at once. You can rest assured that every request for additional information will be treated with strictest confidence, regardless of whether you wish to carry the matter further or not.

CHRYSLER SALES CORPORATION, DETROIT, MICHIGAN
CHRYSLER CORPORATION OF CANADA, LIMITED, WINDSOR, ONT.

**Wire—Write—or Phone—
NOW**

A N N O U N C E M E N T

A REAL need—yes a huge public demand has been met with this advanced line of Cooper Heating Systems. Today the heater business offers dealers a profit opportunity far greater than any other car accessory sold during the winter months.

Car owners this year are going to be watchful in selecting heaters. They are going to buy more heaters than ever before in the history of the industry. But to get the big business in your community you must sell more than a register—more than a piece of equipment called a heater—you must sell abundant, quick, clean heat. That's what car owners are willing to pay for and that's what you can offer with this improved line of Cooper Heating Systems for all motor cars.

New Improved Methods of

The first real improvement in exhaust type heaters in many years is the Cooper Heater Valve. Here are a few exclusive features:

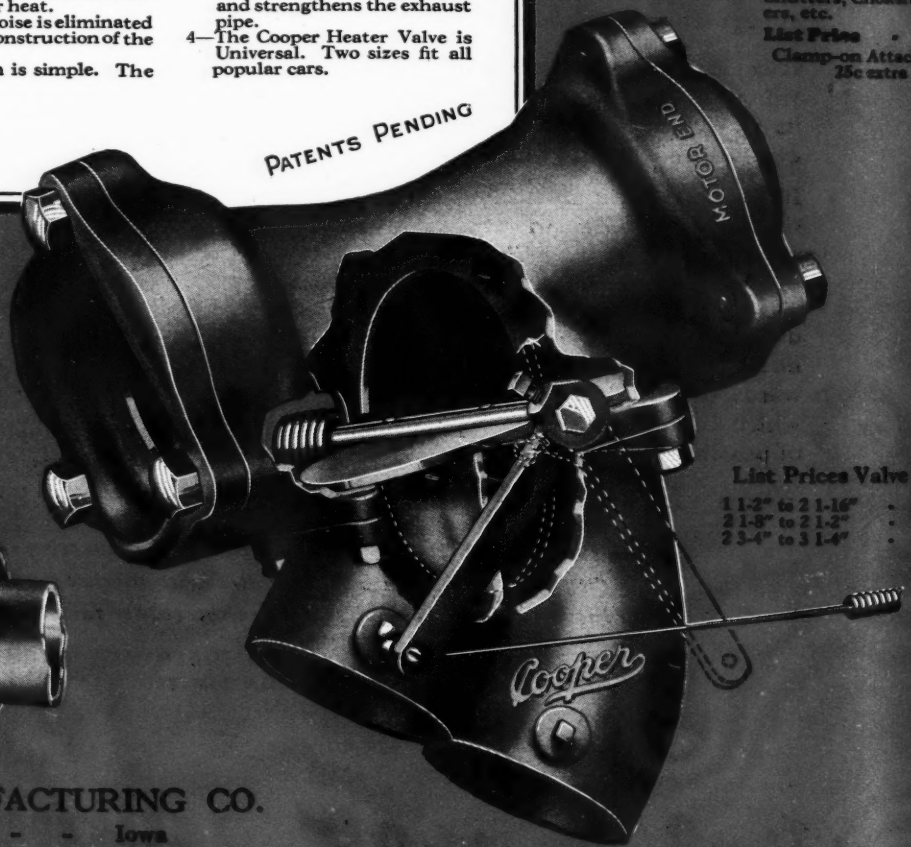
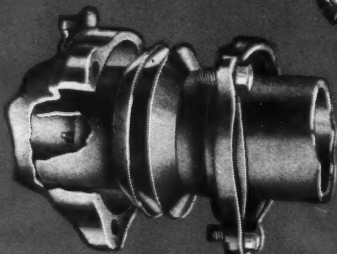
- 1—Controls all of the exhaust gases forcing the entire heated exhaust thru the heating element. This means more and quicker heat.
- 2—All heater noise is eliminated by special construction of the valve.
- 3—Installation is simple. The valve is fastened to the exhaust pipe with a new and exclusive locking-ring, which is absolutely secure, gas tight and strengthens the exhaust pipe.
- 4—The Cooper Heater Valve is Universal. Two sizes fit all popular cars.

The Cooper Dash Control
Furnished with all Exhaust Type Heaters. Handsome, handy and positive action. A pull and a turn opens the heater valve and keeps it there until you close it. Clamp-on dash attachment may be used instead of drilling instrument board if desired. The Cooper Dash Control is in wide demand for Cooper Motor Testing Valves, Radiator Shutters, Chokers, Primers, etc.

List Price - \$2.50
Clamp-on Attachment 25c extra

PATENTS PENDING

Showing the new and improved Cooper locking-ring method of attaching Heater Valve to exhaust pipe. The most secure connection ever perfected. Absolutely gas tight. No heat can escape. It is all forced into the heating element and utilized to heat the car. This locking-ring will insure perfect and quick installation on cars.



List Prices Valve Only

11-2" to 21-16"	\$2.50
21-5" to 21-2"	1.50
23-4" to 31-4"	4.00

COOPER MANUFACTURING CO.

Marshalltown - Iowa

Exclusive Sales Representatives

THE FULTON COMPANY, Milwaukee, Wisc.

Attendance at A. E. A. Dealer Merchandising Meetings—Pays

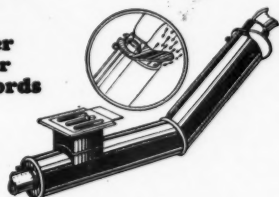
Cooper Heating Systems will be advertised in The Saturday Evening Post this fall. This means SALES for our dealers.

N C I N G

The Cooper System

of Motor Car Heating!

Cooper Heater for Fords



One model fits all T and TT Fords. The outstanding success among all heaters for Fords last year. Backed by national advertising and our exclusive Dealer's Profit Plan it is sure to be a big seller.

List Price Complete \$2.50

Cooper Heater for Chevrolets



One heater fits all Chevrolet models. A sensation last year when introduced late in the season. This year will find it foremost among all heaters offered the huge Chevrolet market. Simple installation. Ribbed heating element with largest heat radiating surface of any Chevrolet heater.

List Price Complete \$6.50

Cooper Forced Draft [Jacketed Type] Heaters



By means of interchangeable rings set in cast iron ends, one model of this heater fits many sizes of exhaust pipes, including such popular cars as Buick, Studebaker, Dodge, Nash, Paige, Erskine, Oldsmobile, Velie, Star 6, Auburn 8, Willys-Knight 66, Essex, Chrysler 50, Chandler Std. 6 and Reo Flying Cloud.

List Price Complete \$10.00

The Cooper Line of Heaters Is Complete

With this full line the dealer, garage or service station is ready to go after heater business and heater profits in his territory in the right way. His recommendation of the Cooper line is backed by an old established and important firm in the automotive industry, and in addition to that we are ready with the soundest plan of local advertising and merchandising ever put behind a heater line. Your jobber will tell you about the Cooper Profit Plan. Ask him for particulars or write us direct.

Cooper Long Register Exhaust Type Heater

Handsome register of aluminum harmonizes with modern interior car fittings. Size 21 1/4" x 7 1/2". The heating element of cast iron is ribbed, insuring an extra large heat radiating area. Heat is forced into and circulated through the car by air intakes, such as are employed in the latest type, warm air home heating installations.

List Price Complete with Valve and Dash Control \$22.50

Cooper Square Register Exhaust Type Heater

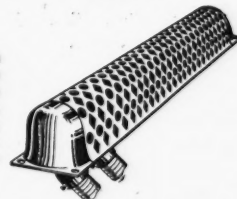
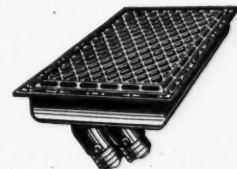
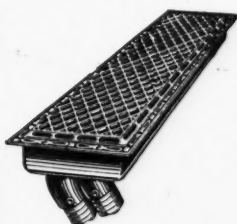
The same attention to detail of design and appearance is immediately noticed in this register. Size 14" x 8 1/2". With heating element of ribbed cast iron, hooked up with the New Cooper Valve, this heater presents the latest design and engineering practice.

List Price Complete with Valve and Dash Control \$20.00

Cooper Rail Exhaust Type Heater

A popular design for Coupe, Coach and small Sedan. Finish in black enamel. 16 inches long and well proportioned. The large ribbed cast iron heating element radiates abundant heat.

List Price Complete with Valve and Dash Control \$15.00



It Pays

To concentrate on One Complete Line. Cooper offers a complete heater line plus a definite Profit Winning Merchandising Plan. Ask your jobber or write us direct.

COOPER MANUFACTURING CO.

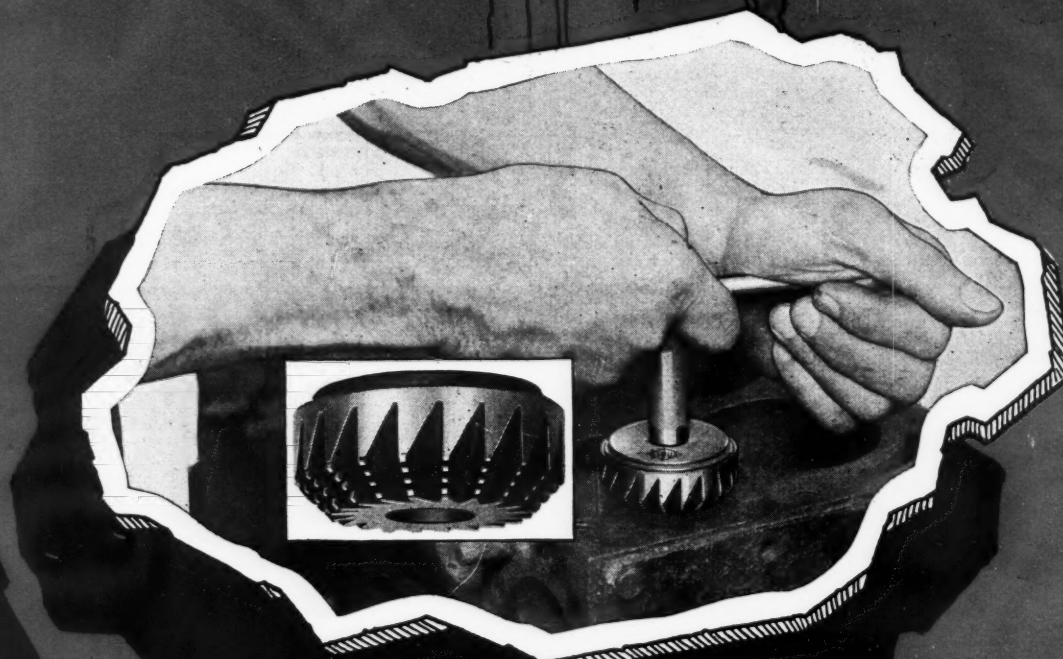
Marshalltown - Iowa

Exclusive Sales Representatives

THE FULTON COMPANY, Milwaukee, Wis.

Attendance at A. E. A. Dealer Merchandising Meetings—Free

SIoux ROUGHING REAMER



SIoux
Trade Mark Reg. U.S. Patent Office

More Profit on Valve Work!

BIG time savings—with *more accurate work*—are made possible by Sioux Valve Seat Reamers. The Sioux Roughing Reamer, for instance, is the only *real* reamer for removing hard and crystallized carbon deposits from valve seats—*easily and quickly!* Just a few turns and you have a clean seat with a smooth even surface—no ridges. The trick is done by an ingenious arrangement of tough sharp teeth.

Made in 15, 30, 45, 50, 60 and 75 degree angles. Used with regular Sioux pilot stems.

Your Jobber Sells Them. ALBERTSON & CO.
Sioux City, Iowa, U. S. A.



THE GARAGEMAN'S CHOICE
Is Right for the Motorist, Too

WHEN a motorist asks for a wrench -- sell him a "Superrench". "Superrenches" are enthusiastically endorsed by garagemen everywhere. And the wrench that's right for the automotive expert, is right for the handy car-owner, too.

Williams' Chrome-Molybdenum "Superrenches" with their extra thin heads, narrow, pointed jaws and 15° angle of opening have proved themselves marvelously efficient in automotive work. They get in and grip where no clumsy wrench *could* go. And once they grip either the nut must turn or the thread is stripped. "Superrenches", themselves, are *break-proof* guaranteed.

Remember --- sell 'em the "Superrench". It's right for them, and more profitable for you.



Set No. 1025, shown above, contains six genuine Chrome-Molybdenum "Superrenches" with twelve different openings, from 1/2" to 1" -- no duplication. Fits all popular U. S. and S. A. E. Standard Nuts and Cap Screws. Packed in a handy roll case of heavy Olive Drab Twill. An ideal wrench kit for the service man or car owner.

J. H. WILLIAMS & CO.

"The Wrench People"

New York

BUFFALO

Chicago

WILLIAMS



Here's a Tire Gauge

You can Recommend!



Calibrated in 1-lb. units
—10 to 50 lbs. Easy to
use on any type wheel.
Other types for High
Pressure, Truck and Bus
Tires.

*You'll keep your customers' good will and
boost your profits by telling them these facts*

TELL your customers that the Schrader "direct action" Tire Gauge is built for dependable service.

It has no delicate parts to get out of order. No complicated mechanism.

Your customers can drop this gauge on the hard garage floor or toss it into the tool box without throwing it out of adjustment. When your customers ask you for advice about inflation, recommend

this sturdy Schrader Gauge—the gauge that has rendered satisfactory service for years.

And Schrader Gauges are profitable too. Schrader advertising is telling millions of motorists every month just why they should buy a Schrader Tire Gauge and use it every Friday. We suggest Friday because most tires do their hardest work over the week-end. You can safely recommend the Schrader Tire Gauge.



*Have you ordered your Schrader Reddy Seller? It's
Free with a small assortment of Schrader Gauges, Valve
Insides and Valve Caps. Ask your Supply House.*

A. SCHRADER'S SON, Inc., BROOKLYN, Chicago, Toronto, London

Schrader

Makers of Pneumatic Valves Since 1844

TIRE VALVES . . . TIRE GAUGES

HARR-LEPPER MOTOR SALES

225 BROAD STREET
ELYRIA, O.

JUNE
16th
1927

The United States Air Compressor Co.,
6300 Harvard Ave.,
Cleveland, Ohio

Gentlemen:-

We are very glad to tell you that your two-gun, self-rolling car washer and your combination air compressor and paint spray equipment, purchased through The Pennsylvania Rubber and Supply Co., have proved to be very profitable investments for us.

Before we had the U.S. Car Washer, we kept two men busy in our wash rack. Now one man does all the washing and prepping cars for painting and has time to do our porter work besides.

One man can now clean eight cars a day for painting and do a thorough job, where the best one man could do by the hand method of washing was about two cars a day. Your washer, used with hot water, certainly gets all the dirt and grease off of fenders and chassis and does it quickly. We also use it on new cars for our customers and find that they appreciate the improved quality of service.

This washer and the U.S. Paint Spray Equipment used together, have lowered our operating costs, speeded up our turnover on used cars and materially increased our profits in our used car department.

We now repaint at least 90% of our used cars because we find that this makes them sell quicker and at a higher price and prevents congestion on our floors.

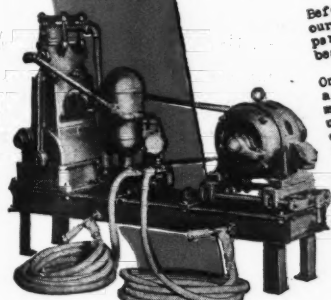
Very truly yours,

HARR-LEPPER MOTOR SALES

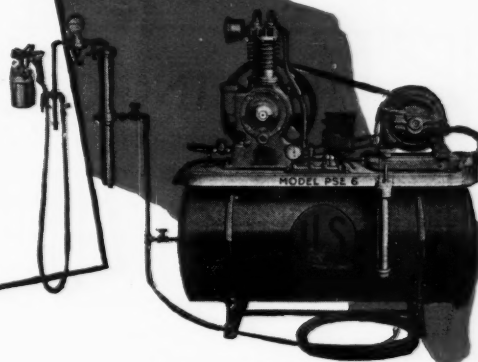
W.J. Lepper/HJ



The Harr-Lepper Company's building in Elyria, Ohio.



Model AW-2 two gun car washer used by Harr-Lepper Co.



Model PSE-6, paint spray equipment.

U. S. Equipment Cuts Paint Shop Costs Increases Profits

U. S. Equipment has paid for itself many times over since its purchase in 1925, in the shop of the Harr-Lepper Motor Sales Company, Elyria, Ohio.

In the paint shop, Model PSE-6 paint spray equipment has reduced costs and speeded up production to such an extent that it is now practical to paint 90% of all cars taken in trade. With the item of painting taken care of at such satisfactorily low costs, the used car department has shown a greatly increased turnover—at a profit.

Not only has the work of painting been speeded up,

but the use of a two gun U. S. Car Washer has made it possible for one man to clean 8 cars a day for the paint shop. Formerly two men did only half this number. The Model PSE-6 not only operates a paint spray gun, but also supplies sufficient air for tire inflation and a limited number of other shop operations.

The experience of the Harr-Lepper Company is typical of hundreds of other paint shops, garages and service stations. The coupon below will bring you detailed information.

THE UNITED STATES AIR COMPRESSOR COMPANY

General Office and Factory: 5304 Harvard Avenue
Cleveland, Ohio

Eastern and export office: Fisk Bldg., New York City

Western office: 927 Santa Fe Ave., Los Angeles, Calif.

Cable address: Airpressor—all codes

Please Check

AIR COMPRESSORS ☐
PAINT SPRAY ☐
CAR WASH ☐
EQUIPMENT ☐

U.S.

The United States Air Compressor Company
Cleveland, Ohio U.S.A.

Print Name

NAME

ADDRESS

CITY

Did You Enjoy This Copy?

YOU can get one like it every week for only \$3.00 a year—an average cost of a little less than six cents each.

Each and every man in the trade needs MOTOR AGE—needs the

positive help it offers in the solution of daily problems and the valuable ideas it gathers for its readers.

Your competitor reads MOTOR AGE, and you need to read it also if you want to keep up with the leaders of the automotive field.

Here's How MOTOR AGE Will Help You

SERVICING —MOTOR AGE will show you how to make flat rates—How to sell Service—How to make customers permanent—How to organize a workshop—How to handle knotty problems—How to select Machinery—How to test electrical systems—How to make quick repairs—How to route shop work.

HIRING —How to get the right men—How to train them—How to pay them—How to get their co-operation—How to keep them enthusiastic.

BUYING —How to select an accessory stock—How to judge merchandise—How to get a fast turnover—How to avoid dead items.

SELLING —How other men do it—How to keep down overhead—How to advertise—How to make Salesmen produce—How to create a market—How to find prospects—How to make every sale pay—How to avoid losses—How to write letters that build business.

AND THEN . . .

Whatever else you need to know to make your business run smoothly MOTOR AGE will tell you if you only ask—All personal inquiries receive personal attention from our editors. Every subscriber is encouraged to come to us with his problems, whether mechanical, legal, architectural or financial. Try us, and we will give you "Service you will like."

THE COUPON is here for your convenience. If you are already a subscriber, pass it on to some friend in the trade who is not. When he starts getting MOTOR AGE he'll appreciate the favor.

MOTOR AGE
Chestnut and 56th Streets
Philadelphia, Pa.

IMPORTANT—MOTOR AGE is published exclusively for the trade. Subscriptions are accepted only from those actively engaged in our field—so please don't forget to include your business card or letter head with this order.

Gentlemen: Enclosed find \$3.00 to pay for a year's subscription to MOTOR AGE, including all special issues published during the life of my subscription.

Name.....
Street and Number.....
City..... State.....
Firm Name.....

NOTE: If you are already subscribing to MOTOR AGE, please hand this coupon to a dealer who is not. He'll become a better competitor from reading MOTOR AGE.



The Tuthill Titanic Spring

One look at the way it's made, and you can readily see the superiority of the Hump Center construction. It is stronger. The spring metal has not been weakened by a bolt hole, nor strained by a nib.

But strength is not the sole factor in a spring. It must provide easy riding. Easy for the occupants and easy for the motor, body and parts.

That's what a Tuthill Titanic Spring does. And it can be sold with a guarantee against center breakage.

Ask your jobber's salesman for a Tuthill Spring Guide and for information relative selling and advertising Tuthill Springs.

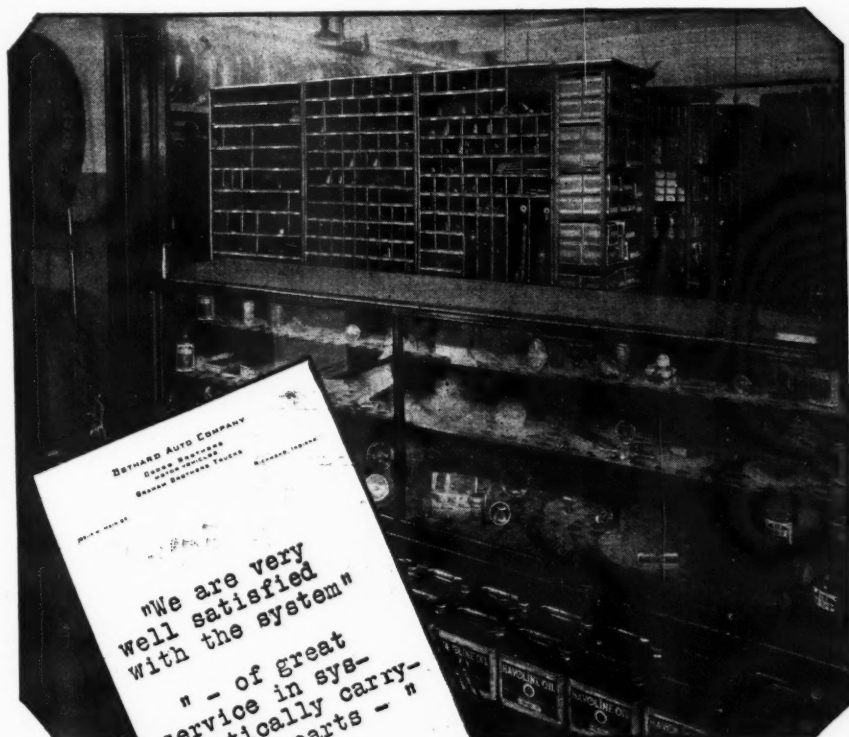
[When the element of "price" enters in, sell Tuthill "Equipment"]
Spirals—the high quality spring at low price.

TUTHILL SPRING CO.

760 Polk St., Dept. 879, Chicago, Ill.

Quality Spring Makers for Nearly Half a Century

TUTHILL TITANIC



A LAPS System for Dodge parts in use by the Bethard Auto Company, Richmond, Indiana

LAPS

REG. U.S. PAT. OFF.

"LAPS" stands for Lupton Auto Parts Storage, a merchandising System which makes Parts Departments profitable through efficient arrangement and selling display. There is a LAPS System for every type and size of replacement parts stock.

Thousands of dealers have made more money by installing LAPS. You can do it, too. Let us give you full information on the System that's built for your business.

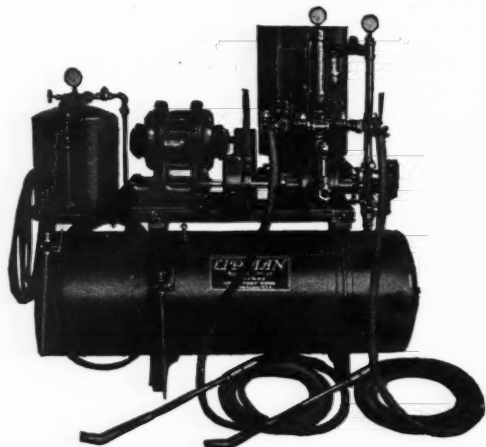
DAVID LUPTON'S SONS CO.

General Motors Building • Detroit

Laps Systems are always up-to-date with latest parts books

LUPTON AUTO-PARTS STORAGE

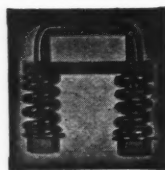
TWO-GUN LIPMAN



A deluxe car washing unit that does a better job—in less time—without slightest damage to car finish. Cleans with soft, penetrating, fog-like mist—NOT high water pressure. Powered by the efficient Lipman Four-Cylinder Compressor with ball bearing crankshaft and silent chain motor drive.

Investigate the Lipman before you buy any air equipment. Write today.

LIPMAN PUMP WORKS
2306 Eleventh St. Rockford, Ill.



Pat. Pending

Orrville Spring Governors

Make Smooth-Running Profits

Among the foremost popular sellers for easier riding. Simple in operation and easy to install. Check the rebound and control the springs against "galloping". Ask for illustrated literature and discounts worth while.

ORRVILLE SPRING GOVERNOR CO., INC.
500 Brant Bldg. Canton, Ohio

BELLEVUE

Trunks, Trunk Carriers, Pumps, Bumpers, Jacks

See our combination trunk, trunk carrier, spare tire carrier and bumperette. COMPLETE line for all cars. Write for prices and nearest jobber.

THE BELLEVUE MFG. CO. Bellevue, Ohio



BEAUTIFUL—Quick Sellers—Easily Installed

The Eaton Bumper & Spring Service Co., Cleveland, O.

LYCOMING Motors

Fine Fours, Sixes and Eights-in-Line

LYCOMING MANUFACTURING COMPANY, Williamsport, Pa.

Years Ahead in Automobile Motor Efficiency

SIMPLEX Piston Rings

enable the small garage to recondition worn motors perfectly without resizing cylinders and installing new pistons. Two Simplex rings to each cylinder positively stop oil pumping, piston slap and compression loss. Pressure lubrication, less friction, more power.

Send for the Simplex Method of reconditioning motors without cylinder machinery, and make more money.

**The Simplex Piston Ring Co.
of America, Inc.**

1971 East 66th St., Cleveland, Ohio

Cork-Sealed Piston Rings Where Others Fail . . .



Prevent Tapering — Rocking — Slapping — Ring Leaks and Blow Bys. Cork-Sealed Piston Rings produce a perfect seal, which keeps the piston true to center in the cylinder. "CORK-SEALS IN TIME SAVE A REGRIND." They are money makers for you—cut the cost of motor reconditioning and give perfect satisfaction to the car owner. Many users report 35,000 to 50,000 miles with one set of Cork-Sealed Rings. WRITE TODAY FOR COMPLETE INFORMATION.

CORK-SEALED PISTON RING CORP.

2332 S. Michigan Ave., Chicago

Factory: Denver, Colo.

Canadian Distributors: Cork-Sealed Piston Ring Co., Toronto, Canada

SCHEBLER The World's Finest CARBURETORS

The Wheeler-Schebler Carburetor Co. Indianapolis, U. S. A.

because
of their
quality

WEED BUMPERS

withstand
daily
abuse



Weidenhoff Shop Equipment for Battery and Electrical Service

4358 Roosevelt Road Chicago, Illinois

HALL HONE \$39.75

Solid Pressure — Spring Pressure



Portable Electric DRILLS

GRINDERS—POLISHERS

Ask for Catalog 105

The United States Electric Tool Co. Cincinnati, Ohio, U. S. A.
Oldest Builders of Electric Drills and Grinders in the World

FREE

Handbook on Auto Washing

WRITE TO

Manley Mfg. Co., York, Pa., U. S. A.

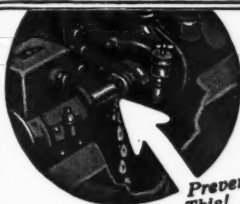


U. S. Canada
THOMSON MFG. CO.
Dept. 21 Peoria, Ill.

If jobber does not stock
write direct

Genuine
APEX Innerings

Guaranteed to stop oil pumping
and piston slap and renew motors
without re-boring.

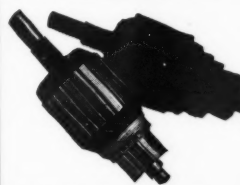


It's a Permanent Repair!

Have a can of CONNEAUT PLASTIC METALLIC PACKING in your garage and be ready for the fellow who says he can't keep his water-pump from leaking. All sizes in one can. Stocked with your Jobber.

1 lb. can\$1.75 per lb.
5 lb. can1.60 per lb.

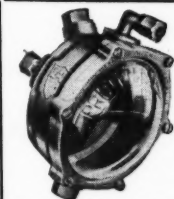
Manufactured by
THE CONNEAUT PACKING COMPANY
Conneaut Ohio



FREDERICKS Rewinds

New low prices: Rewinding or exchanging any two unit type of automobile generator or starter armature, \$2.50. Any type of Ford armature \$1.50. Special prices on Ford armatures in quantities.

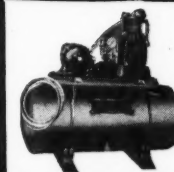
H. M. FREDERICKS CO., Look Haven, Pa.



PROTEX-A-MOTOR GASOLINE PURIFIER JUNIOR MODEL

Fits Ford, Dodge, Chevrolet, Chrysler, Erskine, Essex, Flint, Falcon-Knight, Maxwell, Oakland, Oldsmobile, Overland, Pontiac, Star, Whippet. Standard Model, \$6.50. **PROTEX-A-MOTOR MFG. CO., Pittston, Pa.**

\$3.50



KELLOGG COMPRESSORS

Pump More Air per
Horsepower with
Less Oil

Kellogg Mfg. Co., Rochester, N. Y.

Tasco

TRADE MARK REG.

Gas Gauge for Ford
Chevrolet—Overland—Star
Sells quick at \$1.25 retail. Types
"K" and "J" for 1926 Chevrolets
and all Stars sell at \$1.50.

THE AKRON-SELLE CO.



AKRON, OHIO

STANDITALL AUTO RADIATOR

Damageproof against repeated boilings and freezings. Built to last the full life of the car. Complete radiators for Fords, Chevrolets, Dodges and Maxwells. Cores for all cars and TRUCKS. If not at your jobber's, write direct.

J. C. Black Mfg. Co., Inc., Oil City, Pa.

TIMKEN Tapered ROLLER BEARINGS

GATES VULCO LINE

FAN BELTS

RADIATOR HOSE

THE GATES RUBBER CO.
DENVER U.S.A.

STATE AUTO PARTS CORP.

2011-13-15 S. State St.
Chicago, Ill.

New and Used
HEADLIGHTS

for various makes of cars at
bargain prices. Special for
Fords—

\$3.45

New and Used Tires, Parts, Accessories—“If it's for an automobile we have it.”

Senior (all nickel) \$4.50
Junior (all nickel) 3.50



KEYSTONE SELF-LOCKING RADIATOR CAPS

Ask your jobber or write us

THE NORLIPP COMPANY
568 W. Congress St. Chicago

Eagle . . . \$6.00
Eaglet . . . \$4.00
Includes Initial or Emblem Plate

BRUNNER AIR COMPRESSORS FREE

Write for the Book
“AIR PROFITS”

describing many new uses for compressed air. Shows how to make an air compressor earn greater profits.
BRUNNER MFG. CO.
UTICA NEW YORK

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Ten cents a word is the rate for all undisplayed advertisements set solid, regular want ad style; minimum charge \$1 an insertion. All capitals, 12c a word; all capitals, leaded, 15c a word. Payable in advance.

CLASSIFIED ADVERTISEMENTS

MODERN one man Type Hispano-Suiza dirt track Race Car, very fast. \$1,500 cash or terms. Zeke Meyer, 629 E. Stafford St., Germantown, Pa.

To locate business opportunities
To sell, rent, exchange or buy
To find men or employment

**THE CLASSIFIED DEPARTMENT
WILL HELP YOU**

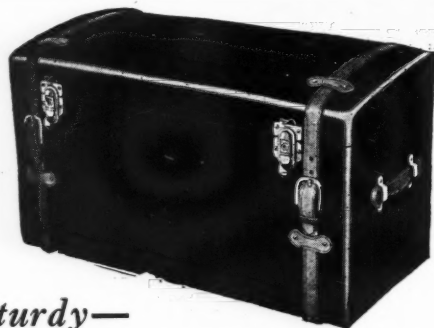
C. L. PARKER

Ex-Examiner U. S. Patent Office

Attorney-at-Law and Solicitor of Patents

McGill Building, Washington, D. C.

Patent, Trade Mark and Copyright Law



**Sturdy—
In Construction
Beautiful in Design**

Here's a trunk that combines a sturdy, weather-proof construction with a new beauty of design and finish. Built entirely of steel with crown cover mounted on full-length piano hinge. Rubber weatherstrips make it water-and-dust tight. Finished in lustrous black enamel or in Duco or lacquer to match popular body colors. Heavy nicked brass clasp-locks and straps and handles in contrasting colors give the trunk a smart, custom-built appearance.

The MoToTRUNK line includes all necessary fittings for cars not equipped with trunk decks. Write today for complete information.

MOTOR TRUNK CO.

5950 Second Blvd.

DETROIT, MICH.

MoToTRUNK

**Long Life
Features A-O-K
Swivel Joints
and other
Speedometer Parts**

With A-O-K Swivel Joints, Flexible Shafts and Fibre Gears, your customers won't be coming back to you with complaints, because A-O-K parts are strong, well-built and accurate. They will give many months of trouble-free service.

Long life is built into A-O-K Swivel Joints. Dirt, water or grit cannot enter the gear chamber. A-O-K Flexible Shafts and Fibre Gears are accurate and very durable. Our descriptive bulletins will give you construction details.

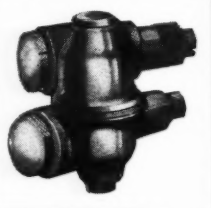
Ample stock of all parts is carried for Stewart, A. C., Johns-Manville, Corbin-Brown, Warner, Van Sicklin, Jones and Standard makes.

Get our literature, price lists and discounts and discover the money you can make in speedometer repairs.

Swivel Joint & Shaft Co.

Plymouth

Indiana



A-O-K Interchangeable Swivel Joint can be changed from right to left hand. Same construction as standard unit. List price \$3.00.



A-O-K Flexible Drive Shaft for Stewart Speedometer. List price \$2.25 to \$3.00.



A-O-K Fibre Washers. Factory stock of 100,000 complete pinions assures prompt shipments.

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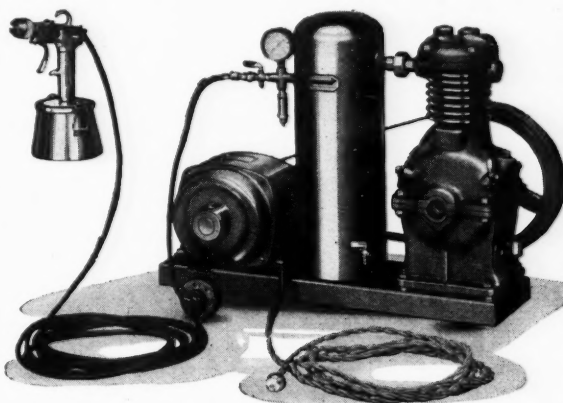
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Now—A Spray Paint- ing Outfit for Even the Smaller Dealer Only \$175

Painting the used car—increasing the sales value—at the least cost of labor and time by means of spray painting in your own shop, is a recognized advantage.



Handigrip Junior Complete Outfit

Now this advantage is made available even to the smaller dealer, by Handigrip Junior, a spray painting outfit complete with air compressor, motor (or gasoline engine), air tank and connections, ready to attach to any electric socket and operate, and only \$175 in price.

Labor Saver—Money Maker

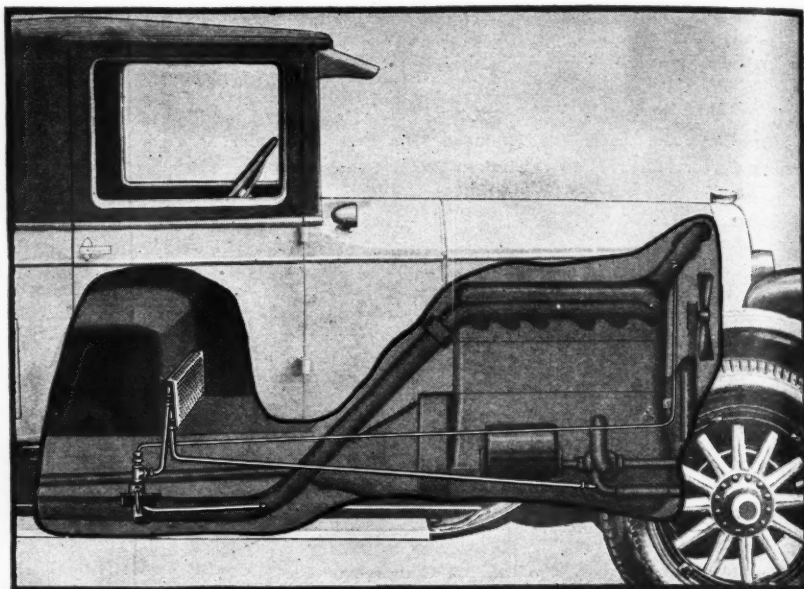
With it, as with larger Handigrip units, you can do a complete job in paint or lacquer; stripe, touch up or patch; do an hour's work in a few minutes; practically eliminate sanding; reduce drying time, and increase the value and salability of used cars at the least cost of labor.

It operates on low pressure, practically eliminating fumes. It weighs only 150 pounds, mounted on wheels, easily moved about. It is simplified to the last word. Except for the turn of a nut on the gun to adjust the flow of material, it does its work without adjustments of any kind. It embraces every essential for first class paint work. It handles lacquer, paint and enamels.

Ask for Demonstration

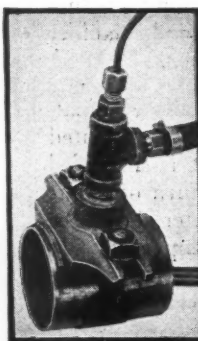
Whether or not you are now in the market, you will be interested in knowing about this or larger Handigrip outfits. The Plummer-Huff Company positive guarantee affords you a demonstration of all Handigrip products in your own work without risk to you. Write for particulars. Kindly address Dept. M.

Plummer-Huff Company
Napoleon - - - Ohio



Now ~

Steam heat in 3 minutes
after motor starts
Plenty of Heat even
in open cars



Note the simple application of the super-heater to the exhaust pipe—drill one hole, tighten two nuts and the job is done. One fitting fits every exhaust pipe.

This new and scientifically designed Steam Heater delivers a moist, healthy heat with positively no odor and operates on the same principle as the radiator in residences and buildings.

Simple in construction and easy of installation, the steam radiator has the added advantage of holding the heat after the motor is stopped, keeping car warm.

The JAYENEL HEATER is the logical leader for profit and quick sales. Considering that it is installed by drilling five holes and making connections, you seldom handle an accessory as easily serviced. Weighs less than 3 lbs., packed in attractive shelf cartons for counter and parcel post distribution.

Open cars can now be comfortable in winter. The field is unlimited. Consult your jobber about the JAYENEL Steam Heater. It is the big talk of the trade.

JUDD & LELAND MFG. COMPANY

32 Years Manufacturers to the Automotive Trade
Clifton Springs, New York

1. One Model fits all cars.
2. Moist Heat — no odor.
3. Weighs 3 lbs. complete.
4. Install in an hour.



JAYENEL

Steam Heater

This Copy of Order to be Retained by Vendor

FIRE DEPARTMENT CITY OF NEW YORK

To **WORLD BESTOS CORP., 52 Cortlandt St., Paterson, N. J.**

In conformity with your bid submitted to me under the date of **12/15/26**

slip to - **Repair Shop, 12th Ave. & 56th Street, City.**

of all expense for delivery charges, the following at the prices named, viz.:

Quantity	ARTICLES OR SERVICES	Price per U
	Code #1681-1927	
	Line #2062-	
	BRAKE LINING GRAFILD	
37-300	feet 3/16"	
38-300	" 1/2"	
39-300	" 5/8"	
40-300	" 3/4"	


477

No. **2570**

Cons. No. **277**

Reqs. No.

Date -



Make good work *better* WITH GRAFILD BRAKE LINING

*To insure safe sure stops Grafild Brake Lining
has been specified for New York Fire Apparatus*

It Satisfies

Car washing, driving rain, slush or puddles, frictional heat, cannot affect the smooth, positive grip of Grafild Brake Lining. It holds—wet or dry.

Brake Repairmen

Ask us how you can build up your business with Grafild Brake Lining and make bigger profits.

Because—

1. It holds, wet or dry. 2. Is Graphite filled, saving drums. 3. Is the only brake lining using graphite mixed with crude asbestos. 4. Keeps squeaks out longer, generally eliminating them. 5. Stops car evenly—prevents locking brakes—reduces tire wear. 6. Assures greater safety through less variance in foot pressure.

Service Testing Send for complete information on Grafild Brake Lining and "Service Testing."

WORLD BESTOS

GRAFILD

BRAKE LINING

"Holds Wet or Dry"

WORLD BESTOS CORPORATION / 52 COURTLAND ST., PATERSON, N. J.

Mrs. Fidgitt Is Positive They Tinkered With The Carburetor



Mrs. Fidgitt had the car in yesterday to have the lock nut on the bud "Vauz" tightened—it rattled dreadfully.

Today she is back, positive that those "impertinent" mechanics tinkered with the carburetor—the engine is acting in a most exasperating manner. When Mrs. Fidgitt is positive, she is very much so, and she lays everything to the carburetor. She is equally certain that "tinkering" mechanics are at the bottom of all carburetor trouble.

What is really the matter with her car is some worn-out ignition cable, and after a while, when Mrs. Fidgitt has to pause for breath, Mr. Smathers, the genial garage owner, will lead her gently to the Packard Cable Merchandiser, show her the cable, and firmly explain what is needed. Mr. Smathers knows just how to handle Mrs. Fidgitt, and the Merchandiser is a great help.

Profit from rewiring jobs, helps one to bear the Mrs. Fidgitts a little longer.

An assortment of 100 feet each of 10 kinds of Packard Automotive Cable. Takes care of any car on the road—Packard—the highest quality cable made—mounted on a compact, convenient pressed steel merchandiser. Keeps cable handy, shows when you need more, attractive to the customers.

The order blank below brings it.

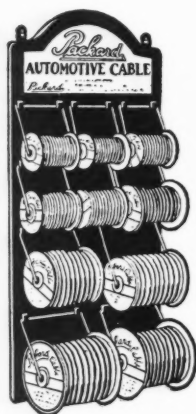
Consult your Chilton Directory for detail description of each of the following Trade Numbers which make up Packard Assortment A. Trade Nos. 50-52-71-46-45-44-42-56-113-43.

The Packard Electric

Packard
TRADE MARK

is never seen, except on goods of honest value

Company Warren, Ohio



Packard DeLuxe Merchandiser

This Complete Packard Cable Department Helps Sell Re-wiring Jobs Costs You \$28.50
Higher West of Rockies

Brings You \$59.00

CLIP and MAIL

The Packard Electric Co.
Warren, Ohio.
Gentlemen:

Please ship to us through..... (Name of Jobber)

One Packard Assortment A with De Luxe Merchandiser. Please include in this assortment Packard Wiring Chart, Color Display Card, Miniature Catalog, and other sales helps.

Name.....

Address.....

Signed By.....

